FEB 8th 1917

Leslie's

Illustrated Weekly Newspaper
Established in 1855

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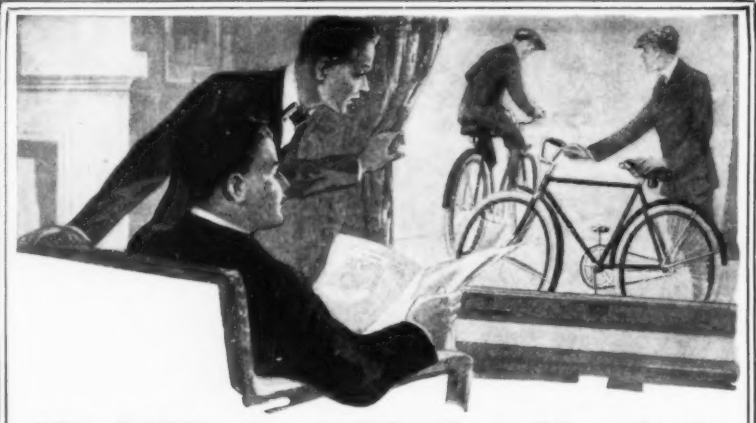

"Dad, Why Don't We Have Bicycles?"

"There's Bob and his father going for a spin on their new wheels. Just think how fine it would be if we had bicycles.

"You could ride yours to the office every day, and I could go to school on mine. I wouldn't mind running errands for mother if I had a bicycle. And on Sundays we could go for long rides in the country.

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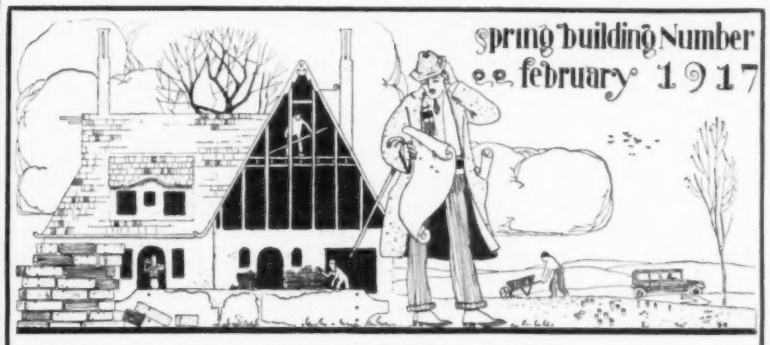

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LESLIE'S

ILLUSTRATED WEEKLY NEWSPAPER

The Oldest Illustrated Weekly Newspaper in the United States

Established December 15, 1855

EDITED BY JOHN A. SLEICHER

"In God We Trust"

CXXIV THURSDAY, FEBRUARY 8, 1917 No. 3205

JOHNSON

PULLING OUT OF MEXICO

General Pershing is withdrawing his army from Mexico, by order of the President. This is as it should be, because he has been unable to accomplish anything for months. President Wilson's policy has been one of inactivity and we did not get Villa, "dead or alive." The expense of the expedition has run into many millions—the whol Mexican fiasco to the end of the present fiscal year is estimated to cost more than $160,000,000—and the net result is that the Mexicans think that the United States is afraid of Villa and therefore he is more admired than ever by the poor peons whom our altruists are so anxious to help. About 10,000 regular army troops will be returned to border duty by the withdrawal of the Pershing force and a corresponding number of National Guardsmen will be sent home.

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OWING to the many inquiries as to the scope of the "Men Who Are Making America" series now running in Leslie's, we take this occasion of re-stating that the articles by Mr. Forbes will continue to appear weekly through July, 1917.

The following articles have already appeared and the issues containing them may be secured, while they last, at this office at the regular price (10 cents per copy):

1—Elbert H. Gary	July 27th
2—Theo. N. Vail	Aug. 3rd
3—Minor C. Keith	Aug. 10th
4—Charles M. Schwab	Aug. 17th
5—Frank A. Vanderlip	Aug. 24th
6—Jacob Henry Schiff	Aug. 31st
7—John D. Archbold	Sept. 7th
8—James B. Forgan	Sept. 14th
9—Henry Pomeroy Davison	Sept. 21st
10—Robert Dollar	Sept. 28th
11—T. Coleman DuPont	Oct. 5th
12—A. Barton Hepburn	Oct. 12th
13—Paul Warburg	Oct. 19th
14—Ogden Armour	Oct. 26th
15—E. C. Simmons	Nov. 2nd
16—James B. Duke	Nov. 9th
17—Daniel Guggenheim	Nov. 16th
18—Andrew Carnegie	Nov. 23rd
19—Samuel Insull	Nov. 30th
20—Julius Rosenwald	Dec. 7th
21—John Willys	Dec. 14th
22—James A. Farrell	Dec. 21st
23—Geo. W. Perkins	Dec. 28th
24—Geo. M. Reynolds	Jan. 4th
25—Otto H. Kahn	Jan. 11th
26—Henry C. Frick	Jan. 18th
27—Thomas E. Wilson	Jan. 25th
28—John H. Patterson	Feb. 1st

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EDITORIAL

LET THE THINKING PEOPLE RULE!

WHAT ARE YOU WORTH?

HAVE you any idea? Did you ever capitalize your wages and figure it out? This is the way to ascertain how much your labor is really worth.

For instance, a man who has saved $20,000 and invested it at 5 per cent. receives an annual income of $1,000 a year, or about $20 a week.

The clerk in the office or the workman in the factory who gets $20 a week, therefore, receives the income at 5 per cent. on an investment of $20,000.

He is a $20,000 man, that is, he is getting as much, week by week, as the man with $20,000 who depends solely upon the income from his investments and who does not work for a living.

The man who earns $40 a week has about the same income as the investor with $40,000 put out at interest at 5 per cent.

So labor is capital. It has a market value. It can be called a commodity because it can be sold by its owner the same as any other possession he may have.

These are simple facts. The demagogue who preaches unreason and unrest and who sows the seeds of discontent and unhappiness among the working masses of the country should now and then be reminded of them.

What is he worth to you?

THE DREAM OF ALL AGES

THE best evidence of the unfailing loyalty of the American people to their President is found in their considerate reception of the recent peace address—the most remarkable document ever delivered by an American President. If W. J. Bryan had made the President's speech before Congress, its inspiration would have been understood, for Bryan is neither historian nor statesman, while the President has made the strongest claims to being both.

The futility of the proposition to form an international league to enforce, or to assure, world peace was signally illustrated by the Holy Alliance in Europe in the early part of the nineteenth century. After the fall of Napoleon, Czar Alexander I of Russia, described as a "pietistic idealist," urged the formation of a league to regulate the relations of the states of Christendom by the principles of the Christian religion. A treaty to this end was drawn up and signed at Paris in September, 1815, by the sovereigns of Russia, Austria and Prussia. Later Naples, Sardinia, France and Spain acceded to the agreement, and the Prince Regent of Great Britain commended it.

Thus the greater part of Europe seemed committed to a noble ideal with the millennium nearly in sight. But Metternich, the Austrian statesman, privately sneered at the pact and perverted it into a basis for uniting the powers in support of absolutism—the very antithesis of Christian theory. In the name of the Holy Alliance revolutions in behalf of freedom were crushed in Naples, Piedmont and France and absolutism was restored in Spain. None of the signatories to the treaty took it seriously except Alexander himself, and when France and England at length refused to support it, it entirely lost its importance. The lesson of its failure influenced European statesmanship and politics ever after.

The sole valuable result of the Holy Alliance was its incidental profound influence in shaping America's destiny. Under the auspices of the Alliance an attempt was made to coerce Spain's revolted colonies in the New World. England opposed this purpose, and the Government of the United States, in view of the threatened invasion of American autonomy and Russia's proposed colonization of the Pacific Coast of North America, proclaimed the famous Monroe Doctrine, which to this day has protected the nations of the Western Hemisphere from European aggression.

The Hague tribunal has undoubtedly performed much useful service to the world, but it has not been a preventer of wars. The Boer War, the Russo-Japanese War and the present titanic struggle occurred as inevitably as if there had never been a peace movement. Much as the fact is to be deplored, it is evident that as yet mankind is very far from having evolved to the stage of making permanent world-peace possible.

Few are aware how old and how persistent the peace movement has been. As far back as 1462 the King of Bohemia proposed a federation of Christian nations, with an international parliament, and a tribunal, backed by international military force, to determine disputes between nations. That idea has been pressed, in vain, by many eminent persons and by various societies for nearly 500 years. President Wilson is but the latest advocate of a plan which is mildewed with age.

Possibly after the close of the terrible conflict in Europe, the world will be ripe for trying the experiment of an international "peace trust," but the teachings of history do not warrant hope of its success, as long as man is the cruel, ambitious, selfish, relentless creature that he is and always has been.

That sagacious and thoughtful historian, James Bryce well says: "After more than forty centuries of civilization and nineteen centuries of Christianity, mankind, in this case more than a quarter of mankind, is settling its disputes in the same way as mankind did in the Stone Age. The weapons are more various and more destructive. They are the latest product of highly developed science, but the spirit and the result are the same."

The outcome of President Wilson's idealistic adventure will be awaited with profound interest.

THE NATION'S NEED

BY HON. ELIHU ROOT

GOD knows, we need men now! We need men whose trust is not in words, in rhetoric, in fine phrases, or in noble expressions of sentiment, but men, genuine, sincere, devoted; men who do not so much talk about their love of country or their passion for liberty or humanity as men that do love their country and do love their liberty so much that they are willing to give liberty to others as well as claim it for themselves; men who think not merely of what they can get out of their country, but of what they can give to their country; men who, upon the basis of plain, practical, and sensible hard work in the ordinary affairs of life, carry ever noble idealism and a sincere capacity for self-devotion.

THE PLAIN TRUTH

RULE! "Do the people rule?" inquires the Fort Worth, Texas, *Record*, and it answers in the negative. It says: "Men are much like sheep. They follow their self-appointed leaders. The pulpit, the press and the politician do the thinking for thousands." Reluctantly we agree with our esteemed contemporary. But is this a reason why the people should not do more of their own thinking and qualify themselves to rule. The purpose of LESLIE'S is to make its readers think. The day will come when that will be the purpose of every exponent of public opinion. Then the thinking people will rule. Hasten the day!

PROTECTION! "Those of you who are familiar with the history of other days have read of the period in which women were hitched to cars in English coal mines. Those times are gone, but to-day thousands of women are employed in English factories for a compensation with which American manufacturers cannot begin to compete. After the war, when the great body of trained labor returns from the front to the mills and factories the situation will be even more critical. Then, as never before, American industries will need the aid of a protective tariff." These words were spoken by Senator-elect William M. Calder, of New York, at the banquet given in his honor by the Republican Club of New York City. The wisdom of his timely remarks must be apparent to those who look to see industrial America triumphant in the after-war commercial struggle.

RIGHT! The Good Book says that "if any provide not for his own, and especially for those of his own house, he hath denied the faith, and is worse than an infidel." It might well have added that he who would not fight to protect himself from assault is no better than a coward. We are not a little pleased to note the effective manner in which Chairman Frank Trumbull, of the Railway Executives Advisory Committee, replied to a muckraking attack on the railroads by a journal of yellow proclivities. The trouble with the railway situation has been that the public has heard but one side, until eloquent and forceful railroad presidents like President Elliott of the New Haven, and Mr. Trumbull have spoken. We are glad to note increasing evidences that the railroads no longer propose to submit to misstatements without challenging them. This will exercise a helpful influence on the public and the press and ultimately lead to a better understanding of the railroad situation. All that the railroads ask, as Mr. Trumbull expressed it, in a recent address at Washington, is that "either the Government should free the railroads from the artificial limitations placed upon their revenues or assume responsibility for the maintenance of transportation by legislation which adequately protects the public interests." Isn't this fair?

THE MELTING POT

THE trouble in Mexico continues.

Senator Owen of Oklahoma wants a law authorizing the dismissal of judges who nullify statutes passed by Congress.

A banker who began as a bookkeeper recently died in Chicago leaving $11,000,000.

In spite of the remarkable prosperity, in New York, families receiving aid from charity organizations are only 200 less than in the latest period of depression.

The sheriff of Girard, Ala., discovered that 500 gallons of whisky, seized in "blind pigs," had been siphoned out of the warehouse through a hole in the wall.

Gasoline users of Oregon paid one cent a gallon extra last year. The regulating law set the standard so high that it made the gasoline poorer, yet it sold at a higher price.

A Texas farmer was fined $50 for talking about a murder case on which he had been summoned for jury duty. A few days afterward, he was sent to an insane asylum.

Last year there were 54 lynchings in this country, including fifty negroes. Nine only were for assaults on women. One was for slapping a boy and another for brushing against a girl on the street.

The Society for Improving the Condition of the Poor in New York says that illness causes 96 per cent. of the cases of poverty and only 4 per cent. are due to drunkenness, old age and non-employment.

A Christmas goose in the 14th century cost 7 cents. A good carpenter received 12 cents for twelve hours' work a day. With 12 cents he could buy necessities that now cost $2.60. To-day a carpenter receives $4.50 for 8 hours' work.

John D. Rockefeller, Jr.'s Bureau of Social Hygiene, which has been laboring to suppress commercialized vice in New York, reports a decided diminution in evil resorts, due to effective cooperation from Police Commissioner Wood.

Let the people rule.

Save Shoe Leather!

Conserve America's Dwindling Supply for its Most Valuable Use!

The world faces a leather famine.

Tremendous war demand, diminished imports, and decreasing supply of cattle have combined to make leather of all grades scarce and precious.

Shoe manufacturers predict that without quick relief, 1917 leather shoes of good grade will retail at $15.00 to $20.00 a pair; already prices are up 50% to 100%. Sole leather has already sold for more than one dollar a pound.

The Government is supplying our Navy with shoes having soles made of a leather substitute, and is experimenting with the tanning of sharks' hides to help relieve the leather situation.

How Motorists Can Help a Lot

The largest leather consuming industry is the shoe business. The second largest is the automobile business. The leather required to upholster the average touring car is enough to make the uppers of three dozen pairs of shoes. The grain leather used on expensive cars makes the best shoe leather. Its increasing scarcity has necessitated large use of split leather in shoe making. The latter is the grade used most in the automobile industry.

The motor-car buyers of America must decide which they will do without—leather in shoes or leather in automobiles.

DU PONT FABRIKOID, MOTOR QUALITY, offers the best solution of the problem.

This remarkably successful substitute for leather is already used for automobile upholstery more than all other materials combined. While not yet equal to grain leather it surpasses split leather for upholstery purposes.

Those automobile makers still using split leather admit, to us, that it is inferior to Motor Quality Fabrikoid, but hesitate to adopt it for fear some buyers may still think split leather (commonly advertised "genuine leather") is better. They will gladly adopt Motor Quality Fabrikoid, and thereby greatly conserve the dwindling supply of shoe leather, if you will help.

When buying an automobile tell the dealer you prefer Du Pont Fabrikoid Motor Quality, upholstery. Many dealers in popular makes can and will tell you their cars are so upholstered. Dealers in other cars can get Fabrikoid upholstery if buyers ask for it.

WRITE US FOR NAMES OF MAKERS NOW USING IT

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Works at Newburgh, N. Y., and Toronto, Ont.

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Other ways in which

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is relieving the leather market:

For upholstering furniture, buggies and boats.

For covering books (used by Government Printing Office and hundreds of America's largest binderies).

For making and lining suitcases, satchels, handbags, etc.

For glove gauntlets, sanitary hat sweats, boxes, toys, and novelties.

For sock linings, facings and tongues of shoes.

For bathing shoes and slippers.

If you manufacture any article using leather, ask us if we have a grade of Fabrikoid suitable for your work.

MEN WHO ARE MAKING AMERICA

THE CRADLING OF THE KODAK—STORY OF HOW EASTMAN, A POOR BOY, TOILED NIGHT AFTER NIGHT WITHOUT TOUCHING BED BEFORE POVERTY WAS TURNED TO PLENTY AND FAME

EDITOR'S NOTE.—*The story of George Eastman's rise to fortune is one of sacrifice and toil. Mr. Forbes here tells it in a masterly way. Next week, in the thirtieth article of this series, he will publish for the first time, some facts about a very different career—that of George F. Baker, one of America's Masters of Millions.*

BY B. C. FORBES

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THE story of the birth and the cradling of the Kodak has never before been told.

It is a story containing all the elements of poverty and pluck, of plodding and perseverance, of hope and despair. Also these other fitting elements: a widowed mother, broken in health, suddenly plunged into financial misfortunes and a young son determined to overcome the necessity for her keeping a boarding house. The picture gives a glimpse of the youth working all day as a clerk and then working and experimenting in a little improvised workshop all night, snatching an hour's sleep now and again while his chemicals were cooking, for several nights on end his bed knowing him not.

Then came sufficient success to warrant giving up his clerical position and providing a modest home. Fame, even, came to the young inventor. His photographic plates were recognized as the best the world had ever produced. He branched out as a manufacturer. Then black, inexplicable, unfathomable failure. His formula, the sensation of the photographic world, refused to work. Sleepless investigation and experimentation were of no avail.

How defeat did not daunt the young man, how his resourcefulness triumphed, crowns the story, the story of George Eastman, the man who made us all photographers, the man whose ingenuity has made America the fountain-head of photographic supplies for every nation on earth.

Now let us tell the story in detail.

Six years after he was born, on July 12, 1854, at Waterville, N. Y., George Eastman's family moved to Rochester, N. Y., where his father died within a year. The father was the originator of the business college idea, and the successful establishment he founded was managed for a time after his death by a brother. But it did not survive its founder many years. George, the only son—there were two sisters—was taken from school when 14 years old, and set to work in an insurance office at $3 a week. The mother was a semi-invalid, yet she was a woman of unusual ability and resource and played well her part in supporting the little family.

"I then conceived a terror of poverty," Mr. Eastman told me reminiscently. "It haunted me by day and by night. I was so careful of my pennies that, although I clothed myself and helped in a small way at home, I managed to save $37.50 the first year and put it in the bank."

Young as he was, he realized that hard work was the only road leading from the slough of poverty to the hilltop of success. He was soon drawing a salary of $600 a year, the maximum the insurance office could pay; but his employer, realizing young Eastman's worth, recommended him for the position of bookkeeper in a savings bank which paid $1,000 a year.

FIRST STEP IN PHOTOGRAPHY

To a Rochester photographer Eastman paid $5 for instruction in photography, then conducted by the wet plate process. This impressed him as an unsatisfactory way of doing things. His first achievement in the field of photography was the construction of a handy, portable outfit. Then came news from England of the discovery of the gelatine dry plate process. Eastman immediately became interested, and with information picked up in photographic journals, he resumed his experiments. After repeated failures he began to get results—and he grasped the idea that this could be made a manufacturing business—that dry plates could be produced and sold, whereas under the old wet process only materials to make the plates could be marketed, the buyer having personally to take these raw materials—nitrate of silver, collodion and a piece of glass—himself in a dark tent, smear the glass with the collodion and dip it in a bath of nitrate of silver.

Intuition and ambition urged him on, and his alert mind, his keen perception, his sound common sense quickly solved the problem. He hired a room as a workshop for a few dollars a month, engaged a young man to look after the routine work during the day, and he himself did all the delicate chemical operations at night. It was not uncommon for young Eastman to toil all night in his little factory without a chance to undress or to go to bed, his sleep consisting only of very brief naps while chemicals were working. When Saturday night came he went home to bed and usually slept straight through until Monday morning, aroused only to eat a couple of meals on Sunday.

Eastman plates, however, were rapidly becoming famous. There was a demand for more than he and his youthful assistant could make.

"What was the secret of the superiority of your plates?" I asked Mr. Eastman.

"I just happened to hit upon a good formula; it was more or less luck," he replied modestly. "Even today, after 30 years, the making of the proper emulsion is some-

GEORGE EASTMAN
The man who made us all photographers through the development of the daylight loading camera.

what empirical, and only a few men can do it satisfactorily. The actions and reactions connected with the producing of sensitiveness are still only imperfectly understood by chemists. The securing of great sensitiveness is a matter of experiment, and has been worked out by only about a dozen people in the world today. I chanced to strike a combination that was very good at that time."

A MARKET ESTABLISHED

The local photographer who had taught Eastman how to use wet plates readily bought the greatly improved product of his former pupil. While this photographer was taking pictures at the Thousand Islands, the head of a leading firm of importers and jobbers of photographic supplies noticed him taking pictures without using any dark tent, and asked him what he was doing. Told that gelatine dry plates, made by a young fellow in Rochester, were being used with excellent results, he induced Eastman to bring to New York samples of his product. Convinced they were superior to anything else on the market, the firm arranged to purchase quantities at wholesale prices, Eastman retaining the right to sell to retailers at a higher figure.

Eastman advertised his plates, and from that day on was oversold. At the end of a year he gave up his bank job, as the wholesalers, dissatisfied because the shipments they received would not half fill their orders, made a deal to take all the plates he could make. The attractive feature of the arrangement for Eastman was that they agreed to take a minimum amount each month, including the dull months of winter, and pay promptly.

"Capital was not overabundant with me then," Mr. Eastman recalled. "I regarded the arrangement as a fine one, but subsequently it nearly ruined me."

The Eastman factory branched out. Henry A. Strong, a former boarder with Eastman's mother (and now vice-president of the Eastman Kodak Company), was taken in as a partner on January 1, 1881. The force, originally consisting of one, had multiplied several times. The output rose to about $4,000 worth of plates a month, all of which were shipped to the wholesalers, who allowed the unsold ones to accumulate during the winter.

When spring came complaints began to pour in about the poor quality of the Eastman plates. Every day brought more kicks. Eastman hurried to New York, and discovered that the plates had lost a great part of their sensitiveness. He noticed the oldest plates gave the poorest results, and realized, what till then was unknown, that age dulled the sensitiveness of the solution.

Eastman took back every unsold plate. The misfortune almost ruined his infant industry, but he was determined that nothing faulty would go out under his name. By increasing their activities, Eastman and his co-workers restocked the market and the sun of prosperity again shone on him.

Then the bottom fell out of everything!

Eastman could not produce a single good plate. Try as he might and as he did, he could not get the right sensitiveness. Day after day and night after night Eastman studied and worked and worried, desperately seeking to fathom the trouble. He had not changed his formula one iota, yet it would no longer work. He tried everything he could think of, but all in vain. He had lost his key to success.

His factory must come to a standstill. There was no use manufacturing plates which would not meet requirements. What could he do? Must he close up and seek another office job? "Compared with what I then went through all the subsequent troubles of my life have been as nothing," Mr. Eastman recounted the other day. But adversity could not master him. It but served to draw out his resourcefulness, his courage, his determination and stick-to-itiveness. He disappeared. One week, two weeks, three weeks, four weeks passed. Not a wheel was turning in the factory.

Then one day Eastman returned. He carried in his head and in his pocket a new formula. He had been to England. He had gone to Mawson & Swann, of New Castle, whose plates were the best made in England. He had bought their formula and had worked for two weeks in their factory to make sure that he understood every phase and kink of the operation.

Without loss of an hour the Eastman plant began to hum, and although the plates were not as good as formerly, they were better than anything else manufactured in America, and as good as the best obtainable abroad. The stoppage of the factory had but served to increase the clamor for Eastman goods and everything was quickly driving along as satisfactorily as before—except that Eastman's hair had turned gray over the inexplicable loss of his art.

DISASTER REMAINS A MYSTERY

The explanation? Eastman, who would not rest satisfied until he unearthed the cause, found that he had been using from the very start one particular batch of gelatine for one delicate process in the making of his emulsion and that it had given out. No other gelatine he could obtain would give the same results—just why or how he could not analyze. Every other consignment of gelatine he tried was of no use; it would not work with his formula.

From the one room of 1879-80, the Eastman factory developed. They had moved into a small building of their own after the partnership with Strong was formed in 1881 and in 1882 it had to be doubled. The making of dry plates was recognized as a very profitable business, but so many concerns were attracted to the field that prices fell and the market became oversupplied. By 1884 the outlook had become cloudy.

Instead of brooding, Eastman again put on his thinking cap with a view to improving matters. From the start he had had a mania for improving everything handled. This time he set himself the problem of finding a substitute for glass. With characteristic foresight, he realized that the greatest future in the photographic business was to be in the amateur field. If he could only make the taking of photographs simple enough there would be no bounds to the potential demands.

Securing the services of William H. Walker, who had given up the dry plate business because of its apparently poor future, Mr. Eastman began experimenting with film photography. The problem involved not only the creation of a satisfactory film, but a portable contrivance to hold it. Their joint efforts to coat flexible material with sensitive emulsion proved successful as also did their construction of a holder for the roll of film. Innumerable technical and chemical difficulties had to be overcome, but sufficient progress was made to justify the incorporation, in October, 1884, of the Eastman Dry Plate and Film Company, which later bought the European patents from Strong, Eastman and Walker.

It was in April, 1885, that the first roll holders with paper film were put out, and Mr. Walker was despatched to England to open a branch there.

(Continued on page 165)

HOW CAN WE GET RUSSIA'S TRADE?

ARE WE FIRST-HAND AMERICANS OR SECOND-HAND ENGLISHMEN?

BY LUCIAN SWIFT KIRTLAND, STAFF CORRESPONDENT FOR LESLIE'S

UNCHANGING RUSSIA

The temperament of the people and their ignorance are guarantees against sudden changes.

EDITOR'S NOTE:—*This is the third article by Mr. Kirtland on the subject of export trade to Russia. In the issue of February 22d he will tell how Germany has exploited Russia in the past, as Japan is now trying to do, and state some plain truths about American tricks that give our reputation a black eye.*

A YOUNG American, who went to Russia a few years ago and who now speaks the language almost perfectly, leaned across his desk toward me and said with earnestness in his voice:

"Do you happen to know that most Russians think of us only as second-hand Englishmen?"

While traveling through Russia, Siberia, Manchuria, and North China in the year before the war, I met several young Englishmen who had been sent out by their firms "to grow up with the country." Their immediate duty was to learn trade conditions and the language, but it was rigorously expected that this thorough training was eventually to mean unquestioned supremacy over the salesmanship of all competitors not having the same potential asset.

What is there to prevent American firms from sending intelligent young men into this field of vast possibilities?

The question is simple, but the answer, if at all honest, must take into consideration cons as well as pros. Our inexperience bears hard at the very first step. We have not learned that it is worth while to make a study of the right sort of men to send. Granting, however, the competency of American firms to pick out young men of reasonable promise for development in the Russian field, there is another immediate factor not to be overlooked. The history of our foreign trade expansion shows that we have had little success in making young men stick at their foreign posts.

MARKET PLACE AT PSKOV

The wants of the people are simple, but the crate in the foreground contains American apples, packed on the Pacific Coast and on sale in a town that is distinctly in the war zone, and where, at the time the photograph was taken, food was scarce.

ENGLISH COLONIES EVERYWHERE

The English young man, unpacking his trunk in almost any quarter of the globe, finds a society of his own countrymen and countrywomen. In Petrograd and Moscow, there are English "colonies" the members of which are in many instances of the third or fourth generation born on Russian soil. Such a society knows Russia and has the language, but it has by no means severed ties with the mother country. The children have been sent "home" for their education and they all consider themselves purely English.

COUNTRY ESTATE OF A NOBLE

Russian peasants who own their farms are more successful agriculturists than the large land owners, even where the owners supervise the work for the greater part of the year.

The Englishman in Russia finds the inevitable English club, and the English tennis association. *There are English girls to meet.* While it is the young American's task to learn to know the people of the country intimately, he has not been sent forth to turn into a simon-pure Russian. He yearns for his own kind. Perhaps he becomes an appendage to the English colony. Perhaps he resorts to dissipation to kill his lonely hours. The never-ending contrast is in his mind of the lives of his friends back in America. He thinks of his college mates "getting on," and of the girls he used to know getting married. He curses the "accursed country" and goes home.

The Englishman sees an opportunity bigger than anything he could expect in his own crowded country. Considering the haphazard attention which we generally give to foreign trade, the American is not half wrong when he decides for himself that the opportunities in the United States are as good as, if not better than, in any other spot in the world. In his social position the Englishman of the middle classes experiences a decided rise. To be asked to luncheon at the British Embassy in Petrograd is a significant advance. An American of the type we ought to send abroad has never felt the weight of class distinctions at home and it is not in his grain to measure the success of his life by that sort of yardstick.

As long as we consider our foreign trade as a mere overflow we cannot expect young men to see an opportunity in going to such fields as Russia. The truth is that the home office heads are too busy to understand the problems which loom big to their representative, and vital suggestions have a way of looking petty after having cooled off in a trans-Atlantic mail bag for several weeks.

What, then, is the likelihood that we can ever compete with foreign nations who establish trained representatives enthused with the conviction of increased possibilities for their own and their firm's advancement?

Unless an American firm is fully prepared to take up the responsibility of "going through" and not "blundering through" all the stages of establishing its business with the same seriousness as it would at home, it would much better save its dollars than to go into the gamble of trying to compete with England and Germany in the field of competitive development. Of course there will be selling of specialties which Russia must have and which we can furnish better and cheaper than anyone else, but this does not mean taking a part in helping Russia develop.

Among the thinking business men of Russia, both Americans and Russians, I found that they one and all advocated much the same program for the establishment of permanent business: American firms must follow the British and German examples and pick young men with a thoroughness which will be in striking contrast to many of our past efforts, and then these firms must establish the fact that when an employee makes good *they will make it worth his while to have made good.* Men must be selected who, having confidence that they can win a future, will have the social broadness to mingle in the varied society which they will find and also have sufficient resources in themselves to live above what is uncongenial in the environment of life in a strange country.

THREE YEARS OF TRAINING

A year's testing and training in the home office will give needful experience and will also tend to weed out the less promising. Established in Russia, for at least three years it must not be expected that such a representative will enter the producing field. He should board in a Russian family and for the first six months devote himself to a hard preliminary study of the language. Later three months of careful travel through the cities and

(Continued on page 164)

THE LAND OF THE BAZAR

This photograph is from the heart of Siberia, which, like European Russia, is the land of barter and trade. Small novelties of foreign manufacture sell well at the open-air fairs.

UNCENSORED WAR PICTURES

CAIRO BOMBARDED

On November 13th, 1916, an enemy airplane flew over Cairo, Egypt, and dropped bombs on the city. The authorities suppressed news of the raid, but a returned traveler brought this uncensored photograph to *Leslie's*. It shows a victim of the raid being picked up in front of the office of the Singer Sewing Machine Company, an American concern. Two persons were killed and a large number wounded. The hole made in the pavement by the bomb shows distinctly at the corner of the sidewalk

TORPEDOED AND SUNK

The British steamship *City of Birmingham* was torpedoed in the Mediterranean Sea near Malta, on November 27th, and speedily sank. This photograph shows her shortly after the torpedo struck her and she began to settle by the stern. Boats were launched but in the confusion two of them capsized. The ship's doctor and 16 of the crew perished. The wave at the stern of the ship was caused by one of the boats capsizing. To the right is another photograph of the doomed ship as she was sinking.

SURVIVORS REACH ALEXANDRIA

Survivors of the destroyed *City of Manchester* were picked up by the *Letitia* and taken to Alexandria after being in open boats for many hours. They lost most of their clothes and all the rest of their personal effects. Pictures such as this are not allowed to be sent out of British colonies in the mail. In fact not even picture post cards, nor personal photographic portraits may be mailed. The censorship is as severe there as along the fighting lines.

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NEVER PUBLISHED IN ENGLAND

This is a photograph of the British battleship *Audacious*, sinking off Lough Swilly, Ireland, and is republished from *Leslie's* of November 26th, 1914. The publication of this picture was made the basis of a protest in the London *Spectator* against the workings of the British censorship. To this day the censor has never permitted the fact that the *Audacious* was sunk to be printed in a British publication, though *Leslie's*, containing a photograph of the vessel going down, and with full particulars, was circulated in England.

WILSON BREAKS WITH GERMANY

AMBASSADOR GERARD RECALLED AND COUNT BERNSTORFF GIVEN HIS PASSPORTS

RECALLED FROM BERLIN

James W. Gerard, who ably represented the United States as Ambassador to Berlin since the beginning of the war, was recalled by President Wilson on February 3d. At the same time all American citizens in Germany were advised to leave at once for some neutral country. These numbered about 3,000. Most of them sought refuge in Holland and Switzerland in the hope of getting to the United States.

THE HEAD OF A UNITED NATION

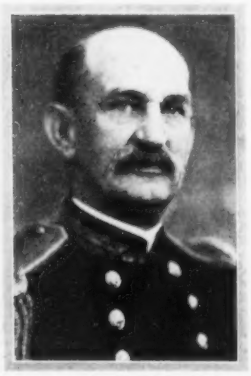
President Wilson broke off diplomatic relations with Germany because of the German government's official announcement that it would, after February 1st, conduct naval warfare without regard to the pledges demanded by the United States. After taking this action on February 3d, he informed a joint session of Congress that an overt act by Germany would mean war.

THE DEPARTING AMBASSADOR

Count Johann Heinrich von Bernstorff was given his passports several hours after the announcement of Ambassador Gerard's recall. Count Bernstorff represented his country ably at Washington from the beginning of the war and is said to have exerted his utmost influence to restrain Germany from inaugurating the policy of unlimited frightfulness at sea which was the cause of the break with the United States

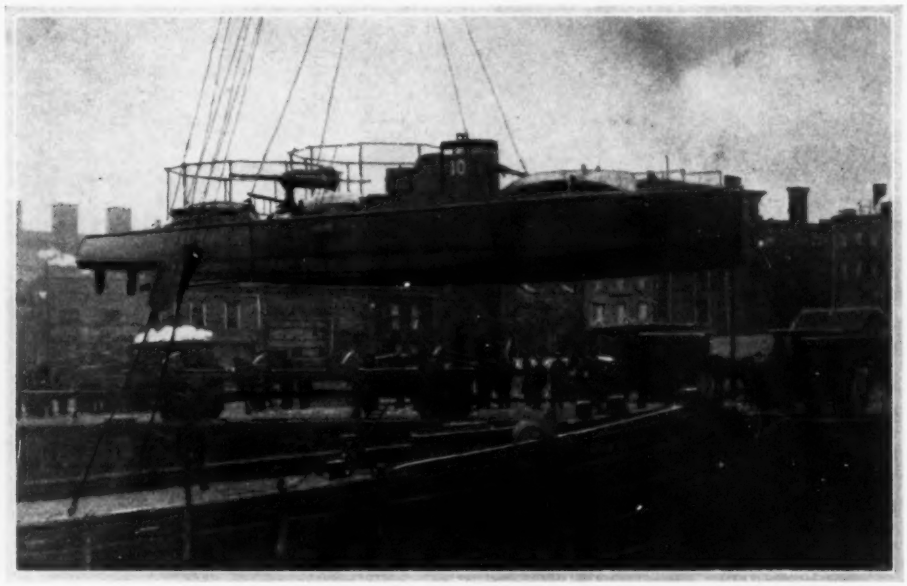
POSSIBLE PRIZES IF THE UNITED STATES SHOULD GO TO WAR WITH GERMANY

The great fleet of German mercantile ships laid up at the Hoboken piers in New York harbor. Among them is the *Vaterland*, the largest ship afloat. The German shipping which has been laid up in New York harbor since the beginning of the war has an estimated value of $29,000,000. About 70 German vessels are laid up in American ports. In case the United States should go to war with Germany these ships might be commandeered. Under Hague Convention VI, ships, detained as these are, may not be requisitioned by an enemy government without payment. The United States did not ratify this convention but may observe it. It did ratify Convention XI, which prohibits making prisoners of war of the crews. Two auxiliary cruisers are interned at Philadelphia, and one at Honolulu, and the captured ship Appam is at Newport News. These would become prizes in case of a declaration of war.



ADMIRAL MAYO

Rear Admiral Henry T. Mayo is in command of the Atlantic battleship fleet, which on February 1st was cruising off the winter station at Guantanamo, Cuba. On the navy would fall the first responsibility if the severance of diplomatic relations leads to war.



A SUBMARINE CHASER BUILT IN AMERICA

This is a small, fast craft, the *Chingachgook*, built in America for the British navy. She is 50 feet long, 10 feet wide, has twin engines of 200 horsepower, and carries a crew of eight men. She can make 40 miles an hour and is practically immune from torpedo attack because she draws only 30 inches of water, and torpedoes do not operate well at less than four feet below the surface. In case of war, boats of this type would probably be added to our navy with all possible speed. Thirty-five of them have been shipped to Great Britain. They are used for hunting down submarines.

GENERAL SCOTT

Major General Hugh L. Scott is chief of staff of the army, and on him would fall the task of preparing our military forces for cooperation with the Allies if war should result. A resolution was introduced into the Senate on February 3d to appropriate an additional $500,000,000 for naval and military purposes.

GERMANY'S WAR TABLE

BY LOUIS DURANT EDWARDS

EDITOR'S NOTE:—*In this brief article, Mr. Edwards, an American newspaperman, and a former student in a German University, gives the most comprehensive picture of the food situation in Germany that we have seen. His statements may be relied upon.*

GERMANY is slowly winning her unequal contest with starvation. It has been one of the hardest fought, most breathless struggles of history. Beside the gigantic contest of a nation of 69,000,000 against soul-trying odds for their daily bread, even the campaigns of a von Hindenburg dwindle into littleness. Pound for pound, yes, crumb for crumb, the dogged fight has dragged on month after month, wearing, unremittent, uncertain. For more than a year and a half this combat has held the attention of the world, maintaining a leading prominence in war news and speculation. To-day, it is said that the crisis in the German food situation has passed.

Supreme efforts in organization and a favorable harvest have saved the nation by a narrow margin. It has run a dread, exhausting race with famine. In winning, it has banished a terrifying vision, that of a whole people perishing with hunger, that of a cursing bedlam—men, women and children—mad with the agonies of starvation. The race has been a closer one than the Germans have ever dared to admit, even to themselves. It tested with searching keenness the stamina, the will and the patriotism of the people, and, here and there, caused cases of angry rebellion.

When I left for the United States in September, I bade farewell to a different Germany from that which I entered last spring. It was as though a chill incubus had been rolled from the chest of the nation. Everywhere were brighter faces, cheerier conversations. The people had looked forward to this last harvest as small children look forward to the Christmas festival. And, while it did not meet the buoyant expectations of early summer, it was an assurance of better conditions in the future.

The year 1916 will long be remembered in the German calendar as the famine year. The drought in the spring and summer of 1915 was responsible for the worst harvest in 25 years. The potato crop, alone, was abundant. When it is considered that certain food shortages began to be felt in 1914-15 the seriousness of the 1915 crop failure stands out sharp and plain.

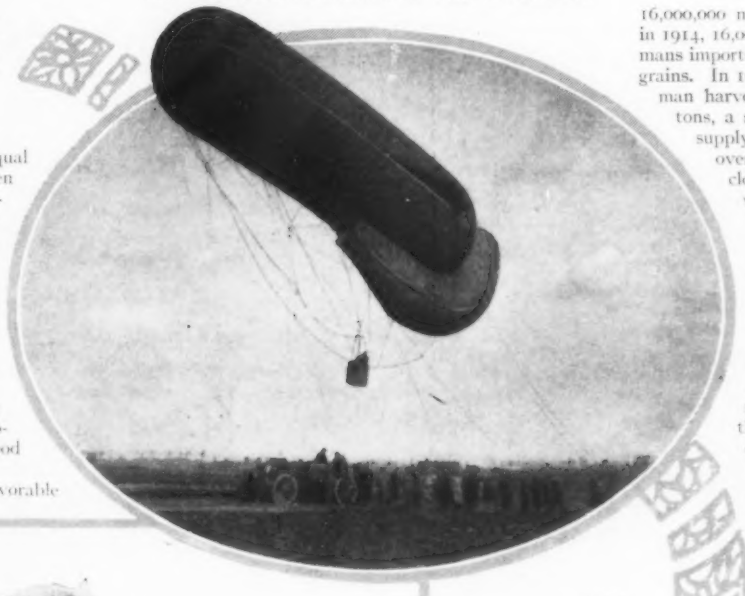
Germany's wheat and rye harvests totaled, in 1912, 16,000,000 metric tons; in 1913, 17,000,000 metric tons; in 1914, 16,000,000 metric tons. In these years, the Germans imported an additional million metric tons of bread grains. In 1915, with the lanes of import closed, the German harvest of wheat and rye was 13,008,243 metric tons, a shortage of nearly one-fourth of the normal supply. To save food, more than 7,000,000 swine over normal killings were slaughtered. The hay, clover and straw harvests were miserable, which threatened the destruction of the German live-stock.

Take bread, meat, butter, milk, cheese, and eggs from the table of civilization and there remains but very little else of interest besides the silver ware. It was just such a bare war table that the year 1916 brought to the German people. They had to share their scant supplies with their cattle in order to tide these over, on famine rations, to the next harvest. Thus it came that Germany, the world's greatest producer of beet sugar, was forced to serve saccharine tablets with tea and coffee before the end of last July. The cows, insufficiently nourished, gave but little milk. Starved cattle yielded little meat and no fat. Hungry hens stopped laying. There remained to the war table fish and potatoes.

Let me give, as a sample, the war-table menus of a poor family, as I experienced it in the homes of friends last summer. In the mornings, there was a substitute for coffee, served without milk or sugar, with war-bread, and salt or unsweetened marmalade. There were potatoes, with some other vegetable, for luncheon. There were dried herring and bread, or dried herring and potatoes at night. Multiply this by six and you have their bill-of-fare for a week. Sundays were feast days; beef stew was served. Milk, butter and sugar never appeared on the table. Bread and potatoes were never served at the same meal. The bread allowance of each member of the family was kept separate to prevent quarrels.

Last spring, when the gaunt figure of Hunger began to sit at many a table as the unbidden guest, Adolph von Batocki was called to organize and lead that wonderful General Staff of Foodstuffs, which was to fight the great campaign against starvation. Under von Batocki, the biggest grand strategy of the war was planned. The whole nation was put on rations, and its entire production of foodstuffs, as far as possible, was equally distributed to the people. Rich and poor drew the same rations of bread, meat, butter, potatoes and eggs. The people were fed upon

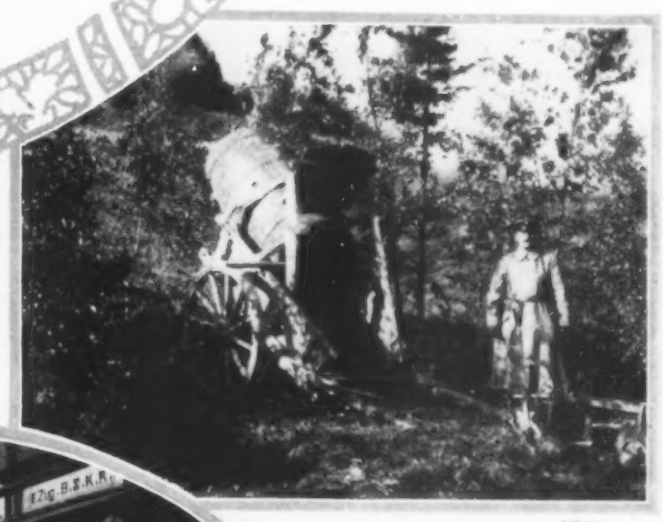
(Continued on page 163)



EYES OF THE ARMY
Lieutenant Bertram, of the German army, in a "sausage" balloon, going up to spot artillery fire near Ypres.

CENTRAL NEWS PHOTO SERVICE

MOUNTAIN FORTRESS IN ALSACE
The Vosges mountains are a powerful defense for the German positions in Alsace-Lorraine. Here war is waged under almost Alpine difficulties.



FOOLING THE AIRMEN
A German dummy gun, designed to be mistaken by hostile aviators for a real cannon, and so to draw the fire of enemy artillery.

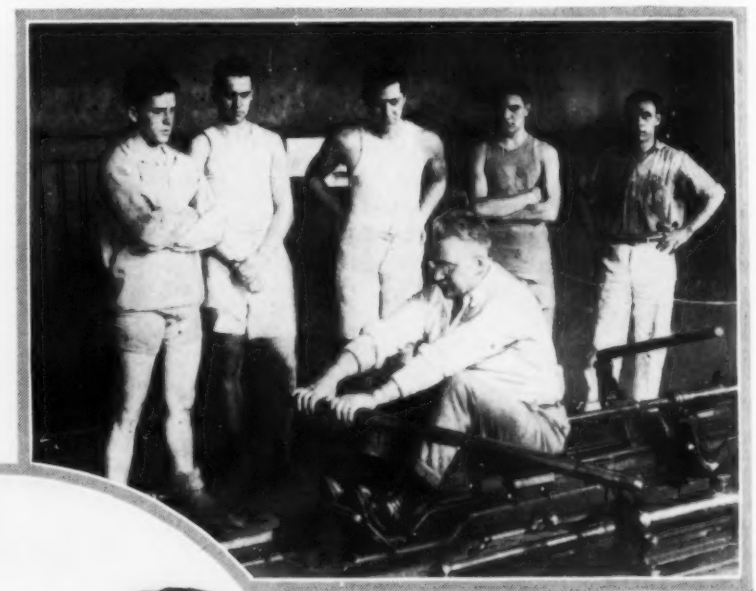
GERMAN AND BRITISH WOUNDED
The wounded were moved in street cars in the French village of Cambrai, occupied by Germans. This photograph shows German and enemy wounded being loaded together.

SEEN IN THE WORLD OF SPORT

BY ED A. GOEWEY (THE OLD FAN)

CHAMPION SWIMMERS OF THE SOUTH

Memphis Y. M. C. A. swimming team, recognized champions of the Southland. In a dual meet with the Nashville team, their most dangerous rivals, the Memphis boys took first place in every event, setting up a number of southern records close to the indoor national records. In the picture from left to right are—top row—K. Waddell, E. Wood, C. E. Cooley, R. M. Darnell. Bottom row, P. H. Haskin, Asst. Phys. Director, E. J. Connable, R. B. Sims, J. P. McDonald, A. E. Marriott, Phys. Director



UNIVERSITY INT'L FILM

TUNING UP THE PENNSYLVANIA OARSMEN

Leaving the question of whether regattas of the future are to be over a four or a three mile course to be thrashed out by the rowing fans, the college oarsmen who are to figure in the leading roles in next summer's program are attending strictly to the work of preparing themselves physically for the coming events. The picture shows Joe Wright, the Canadian coach, demonstrating strokes to the candidates for the Red and Blue shell on the rowing machine in the University of Pennsylvania gymnasium.

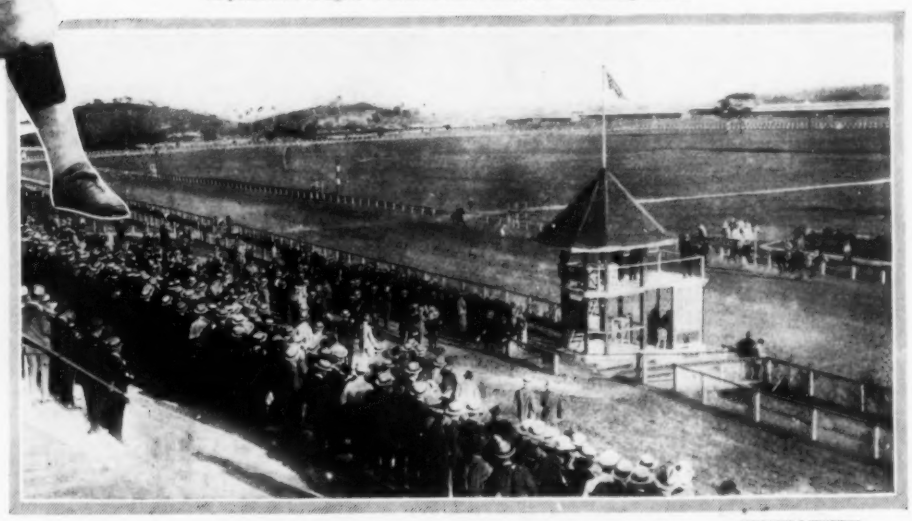
UNDERWOOD & UNDERWOOD

A SPLENDID PRIZE FOR 1917 GRIDIRON WARRIORS

The Eastern football players will have something more substantial than glory and a somewhat mythical championship to fight for next fall. The new prize is a remarkable statue by J. L. Lambert, representing the modern college football player in full action, so cleverly executed that every line of sinewy litheness appears to stand out in the figure. With this magnificent reward of merit at stake, it will be necessary for the representatives of the colleges which will have teams in competition for its possession to agree to select a final winner for the coming season.

WORLD'S CHAMPIONS HAVE NEW LEADER

Jack Barry, who succeeds Bill Carrigan as manager of the Boston Red Sox, is one of the brainiest players in the game today and when with the Athletics was recognized as the main cog in the club's famous $100,000 infield machine. However, Jack will have a difficult task to make the Boston team live up to the pace which won it world championships in 1915 and 1916. He has played eight years of major league baseball and in that time has earned a share in six world series and five times the winning share.



UNDERWOOD & UNDERWOOD

RACE LOVERS IN HAVANA FOR WINTER SEASON

The sport lover simply refuses to be denied his entertainment, and when it does not come to him, he, like Mohammed, will go to it. That is the reason why thousands of lovers of the thoroughbred in the United States make a pilgrimage each winter to Havana. There is located one of the world's finest tracks, and upon it much racing history has been made. The picture shows a close finish in one of the races run recently.

CENTRAL NEWS

AMONG THE BEST BASKET BALL MEN

Out in the Middle West, particularly around Indianapolis, everybody interested in athletics is fond of Homer Stonebreaker, who is a real star performer at several track and field sports. Recently Stonebreaker, a farmer by occupation, adopted basket ball as his principal recreation, and not only can he shoot 'em over accurately, but, almost single-handed, he has defeated a number of teams representing the leading universities in the section of the country, where he makes his home.

PEOPLE TALKED ABOUT

BABY CHALLENGES ALL COMERS

An undisputed championship is Miss Seta Wharton Alexander's as a result of the decision of the judges of the recent Mississippi State-wide Better Baby Contest. The little lady, who is a year and a half old, scored 100 per cent. and easily won over the other contestants in her own class, and then, to settle any possible doubt as to the championship, she out-pointed the winners in all the other classes. Her average is 100 per cent., also, in the home of her parents, Mr. and Mrs. Julian P. Alexander, of Jackson, Miss. Mr. Jackson is a United States District Attorney.

N. Y. TRIBUNE PHOTO-GRAPH

RULERS OF THE CENTRAL POWERS VISIT THE GERMAN HEADQUARTERS

One of the first photographs of the New Austrian emperor with the German kaiser to reach this country is this picture, taken at the German headquarters on the Eastern front, when Charles I visited the kaiser. Although the kaiser was unable to attend the funeral of Francis Joseph, he is wearing mourning for his fellow monarch in the form of a broad band on his left arm.

THE PRESIDENT'S SMILE MADE HER CAPTAIN

It was a smile from the President that raised Miss Mary Gertrude Fendall to the post of head of the pickets whose presence outside the gates of the White House is intended to remind President Wilson that women are waiting for the vote. Miss Fendall, a graduate of Bryn Mawr College and recently an organizer for the National Woman's Party in Oregon, was the first of the 12 pickets to receive a bow and a smile from the Chief Executive and for this distinction she has been put in charge of the women who stand all day in the cold in silent demand. On March 4th, the date of the inauguration, the number of pickets is to be increased to 1,000

ALEXANDER

JOHNSON

AN INDIAN CENTENARIAN

George Washington was president when John Smith, a Chippewa Indian, was born, 128 years ago. He is living on the Cass Lake Reservation in Minnesota. His eyesight is failing but his memory is still clear and he recalls his long run across the prairies, at the time of one of the Indian outbreaks to warn the white settlers of their danger.

QUINN

FIFTY-FOUR YEARS IN SUNDAY SCHOOL

At the early age of four years Mr. Samuel Winterton of Keyport, N. J., began to attend Sunday School at the First Baptist Church of Keyport. Now it has become more or less of a habit for him to be present there on Sunday, for in 54 years he has not missed a session. In 1897, Mr. Winterton received the first prize in the National Sunday School Attendance Contest. His total number of attendances is over 2,800.

MOBY

WHEN WOMEN GET THE VOTE THIS FAMILY CAN CONTROL A DISTRICT

This is a picture of Master Clifford Elton, aged 3 years. The people behind him are his brothers and sisters, Evelyn, 4; Tillman, 6; Lester, 7; Alvin, 10; Clarence, 11; Marvin, 12; Arnold, 14; Signe, 19; Alfred, 18; Adolph, 20; and Bennie, 22. They are the children of Mr. and Mrs. Martin Elton of Harmony, Minn. Think of all the stockings that have to be darned for this family!

BEIS

CONSUL-GENERAL SENTENCED TO JAIL

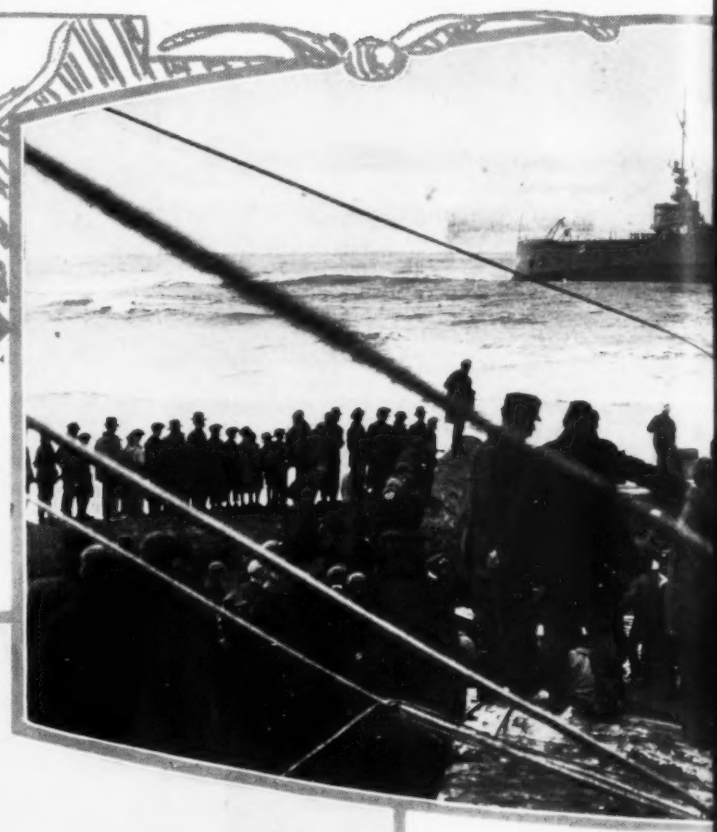
Upon conviction by a Federal jury, on January 11th, of conspiring to set afoot a military enterprise against Canada in aid of Germany, thereby violating American neutrality, Franz Bopp, German Consul-General at San Francisco, and three of his assistants were sentenced to two years in jail and a fine of $10,000. The charge was conspiracy to dynamite munitions ships. Count von Bernstorff, German Ambassador to America, has relieved from duty Bopp and his vice-consul, Baron Eckhardt von Schack. This is the first time a foreign consul-general has been sentenced in America for such an offense.

A PICTORIAL DIGEST F

NORTHWESTERN NEWSPAPER

"WHAT'LL YOU HAVE, LADIES?"

Miss Irene Ide, in the foreground, and Mrs. N. W. Tucker, beside Miss Ide, are the ministering angels to the thirsty women of Seattle, Wash. Under the prohibition regulations of the State, individuals may have liquor shipped to them, but women have been reluctant to apply for the necessary permits until a separate office with women clerks was established for their use as shown above.



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H-3 STUCK FAST IN THE SAND

On December 14th, the U. S. Submarine *H-3* en route from Bremerton, Wash., to San Francisco, Calif., went aground on a sand bank off Eureka, Calif. It was in trying to salvage the *H-3* that the cruiser *Milwaukee*, shown above, was stranded. It was believed at first that the cost of rescuing the submarine from the bank where it was burying itself, would cost $80,000. All attempts by naval salvagers were later abandoned and the work turned over to private contractors, who will free the *H-3* for $18,000.

CRUISER WRECKED [illegible]IPTI

In trying to pull the stranded subma[illegible] the s first-class cruiser *Milwaukee* went as[illegible]ry 13[illegible] of rescuing the crew exceedingly difficul[illegible]rous, [illegible] ashore by means of the breeches buo[illegible] the current and the pull of the cable by m[illegible]h the the *H-3*, are blamed for the wreck of th[illegible] The *M*[illegible] cost of $3,935,225, and repairs have a[illegible] anot[illegible] By means of a temporary pier, the mor[illegible] and p[illegible] will be removed, but hope of rescuing t[illegible] deep[illegible] been[illegible]d.

BULLOCK

BACK TO NATURE MEANS BACK TO HEALTH

The State of Wisconsin, at Tomahawk Lake, is giving new bodies for old to men who have been cured of tuberculosis but who are still too weak to be without care and watching. As the men are able, they work from one to four hours a day at gardening, logging, building roads and buildings, clearing land, and at other rough, hard, pioneer work. They also go hunting. Excellent results are being obtained.

ICEBERG'S ARCH IS NATURAL FRAME [illegible] SHIP

Towering, gigantic, against a gray sky, this great iceberg, off th[illegible] years coast of Labrador, seems to be sheltering the ship seen through th[illegible] Labrad[illegible] natural arch of ice. The ship, named for its giver, *George B. Cluett*[illegible] in e[illegible] is the supply ship of Dr. Wilfred T. Grenfell, who, by his exploration[illegible] of co[illegible]

F THE WORLD'S NEWS

RECKED MPTING A RESCUE

ed subma the sandbank at Eureka, Calif., the e went a y 13th. A heavy sea made the task gly difficu rous, but the men were finally brought eches bu the picture. A dense fog, a strong able by m h the *Milwaukee* was trying to free wreck of th he *Milwaukee* was built in 1902 at a irs have a another million dollars to her cost. r, the mo nd portable parts of the *Milwaukee* rescuing t deep in sand and leaking badly, has bee d.

BOLD BANDITS BLOW UP BANK

While three bandits with shotguns guarded the bank, and another guarded the waiting automobile, the fifth member of a gang of bank robbers entered the bank of Kanopolis, Kan., early in the morning of January 20th, and robbed the vault of $2,500. Kanopolis is a salt-mining town of about 800 population. In the battle which the citizens and the posse had with the bandits, several people were wounded.

A WARM SPOT IN WINTER

During the month of January, many tourists to Hawaii made the ascent of Kilauea to see the smoking crater of the volcano or to dip coins in the lava. Those who descended into the crater were obliged to wear masks and otherwise protect themselves from the intense heat. The crater contains about 15 acres of molten lava, fountains of which are constantly being shot up to a height of from 15 to 80 feet.

POLITICAL TROUBLES IN JAPAN

This group of liberal leaders in Japan attempted to overthrow the cabinet of Count Terauchi, who was summoned by the Emperor of Japan, last October, to become premier. It was alleged that his cabinet, being non-partisan, was in violation of the spirit of the constitution. The Constitutional Party and the Nationalist group combined forces in parliament recently to oust Count Terauchi, but at the moment when Parliament was voting on the question, the Emperor declared it dissolved. An election must be held before parliament convenes. Baron Kato, leader of the liberal group, is seated in the center.

FRAME SHIP OF A LABRADOR MISSIONARY

berg, off the years of service, has done pioneer work among the fisher-folk through the Labrador, who, prior to Dr. Grenfell's establishment of industries, e *B. Cluett* in enforced idleness half the year. His medical services have exploration of constant value since he began his work in that region in 1902.

Tooth Mountain Cut—Columbia River Highway

More of Them Are Sold—and Why

The first time a man buys a certain make of automobile tire he does so largely on faith.

Some friend has recommended it, or an advertisement has appealed, or the repute of the maker has won him over.

But the second time he buys that make of tire, he does so from an entirely different reason. His own experience is behind the purchase—*performance*, pure and simple, has made the sale.

We point this out to emphasize the significance of Goodyear Tires' tremendous popularity. More of them are sold to the motorists of America than of any other brand.

More of them are sold—not today only, but day in and day out. The upward sweep of Goodyear sales has never been headed since its start.

Obviously, *performance* underlies this astonishing dominance of a market solicited by more than 200 makes of tires.

Obviously, performance consistently and convincingly *superior* holds this dominance against all aggression.

Over such performance, day in and day out, Goodyear quality stands guard.

It insures *you* bigger returns from your tire investment than you have commonly known.

Goodyear Tires, Heavy Tourist Tubes and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.

The Goodyear Tire & Rubber Company, Akron, Ohio

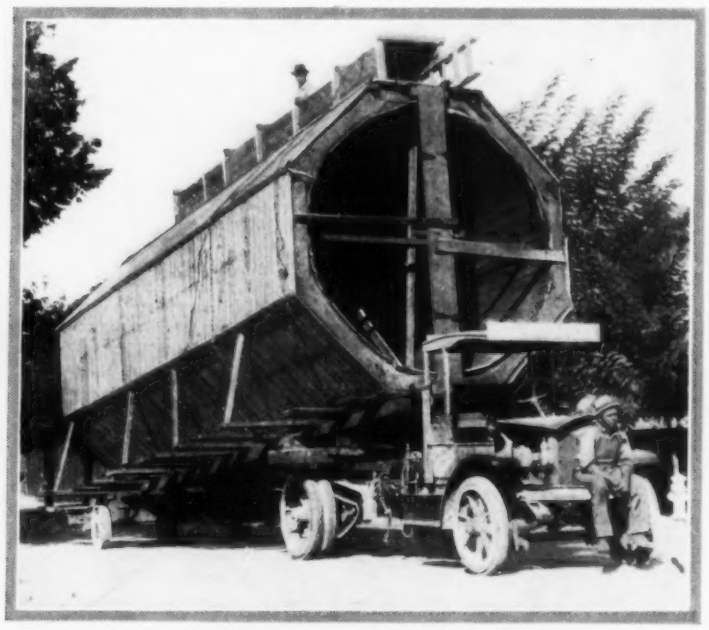
GOODYEAR
AKRON

MOTORISTS' COLUMN

MOTOR DEPARTMENT

CONDUCTED BY H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State Laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, *225 Fifth Avenue, New York City. We answer inquiries free of charge.*



A TRUCK DWARFED BY ITS LOAD

This immense wooden tunnel, which is nothing less than a silo of 47-tons capacity, was hauled from the lumber mill to a farm by means of a 5-ton truck. The two-wheeled "tail" formed the only way by which such a ponderous load could be carried by a single vehicle

WHAT IS A TRACTOR?

AT the mention of the word tractor our mind involuntarily reverts to visions of the ponderous steel-shod, smoke-belching monster, which, at the snail-like speed of about one or two miles an hour, hauls innumerable wagons behind it filled with road-making material or ore of some kind.

That type still exists and it is still a tractor. Its cousin is found on the vast farms of the Northwest, where it plows, harrows, cultivates, reaps, threshes and binds.

But the idea of the tractor has been applied to smaller vehicles, and by carrying the definition to the other extreme we see tractors remodeled from $350 pleasure cars, which, even though they may haul their attached load on but two wheels, are as surely tractors as are the ponderous engines of the State Highway Department which will tow a dozen or more heavy, four-wheeled trucks.

One tractor manufacturer has well termed such a vehicle "the tugboat of land commerce"—for that is exactly what a tractor is. But, as a tugboat may carry a goodly cargo of its own, in addition to that stowed on the barges which it may have in tow, so may a tractor be well loaded on its own four wheels in addition to the weighted vehicles which it hauls behind it.

It is therefore not entirely a matter of construction which defines a tractor, but rather is it one of the nature of service to which the vehicle is put. A four-wheeled, one-ton, delivery truck may serve as a tractor, and such use may solve a hauling problem which could not be met in any other way. Much will depend upon the nature of the load and the kind of roads over which it must be hauled. For example, such a load as that depicted in the photograph at the head of this column could not be carried on one four-wheeled vehicle. Through the attachment of a "tail," however, which will carry the rear end of this bulky (but not unduly heavy) load, the truck furnishes the pulling power and a portion of the carrying capacity.

The solution of the problem in this manner may apply to many a contracting and hauling business. The motor truck when used as a tractor may haul one or more four-wheeled trailers, in which case the truck itself may also be made to carry a portion of its normal load. For hauling long material such as lumber and the like, a two-wheeled trailer which carries merely the projection of the load will serve the purpose efficiently at but a small additional outlay for extra equipment.

Or the truck body may be removed and in its place may be mounted a fifth wheel and coupling arrangement which will enable the truck to take the place of the front wheels of any large trailer. This type is known as a semi-trailer in that a portion of the load to be carried is placed on the truck itself and the remaining portion is carried on the two wheels of the trailer. The load on the front of the tractor is carried efficiently, for it is placed over the driving wheels where weight is required in order to obtain sufficient traction.

It is this last-described type of tractors which offers to the contractor or other owner of heavy and expensive horse-drawn equipment a means of modernizing his hauling methods without the expense attendant upon "scrapping" his old vehicles. Through the use of such an "iron mule"—or fleet of mules, rather—the farmer or drayman may do his heavy hauling at much less expense for upkeep and maintenance than that attendant upon horse equipment. Tire expense will not be excessive, even when heavy loads are hauled, for the trailer, or semi-trailer in this instance, will employ its own steel-shod wheels. There being no delicate mechanism in the semi-trailer, the road vibrations will not prove to be a serious factor. The tractor, however, which contains the engine, transmission and other more or less delicate mechanism, is cushioned on rubber tires as in the ordinary truck. We thus find the ideal conditions for low cost of maintenance—the heavy load carried on durable steel tires, and the lighter machinery, which must be protected from jolt and vibration, supported on rubber which is not overloaded.

(Continued on page 162)

DURAND
Steel Lockers

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Durand Steel Lockers are fireproof, convenient, well ventilated, economical and practically indestructible.

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EXPORT PROMOTION BUREAU

EDITED BY

W. E. AUGHINBAUGH

AMERICAN perfume manufacturers are in dire straits as a result of the European war. The extracts which form the base for most colognes come from France, and have risen in price anywhere from 700 to 1000 per cent. In this country the duty is paid on the advalorem price abroad. The cost of alcohol in the United States has almost doubled within the past two years, and in addition there is an internal revenue tax on it. Bottles have increased materially in cost. It is so nearly impossible to get cardboard with which to make the dainty containers that some printing and lithographing plants engaged in this special industry have closed down for lack of stock. Labor demands more pay.

Confronted by these conditions a committee of manufacturers engaged in this line of trade went to Washington to seek redress through Congress, but, after many endeavors to get a hearing, returned without having accomplished anything.

French manufacturers have taken advantage of the situation, for the duty on their products has not increased, but was in reality lowered by the last re-arrangement of the tariff. To-day the sale of scents, toilet-waters, perfumes and colognes from abroad is more than double what it was before the war. As a consequence American producers of these goods have, in many instances, closed their plants, or have reduced their forces, finding it impossible to compete with the foreigner.

Since the beginning of this session of Congress not one measure has been enacted designed to be of benefit to the American manufacturer and exporter, despite the numerous appeals presented for consideration, every one of which is vital for the success of American business at home or abroad.

During the war about 2300 ships of all nationalities, or a little over 8 per cent. of the vessels of the world, have been destroyed by the Teutonic powers, or expressed in terms of capacity, about 10 per cent. of the world's tonnage of 44,350,000 has been eliminated. Great Britain lost nearly half of the bottoms sunk; France 11.5 per cent.; Italy 12 per cent. and Norway 14.5 per cent. In actual numbers Norway has lost 307 ships. In 1915 the shipyards of the Clyde completed 126 vessels as against 1213 built in the United States during the same period, 50 of which were for foreign nationalities. In this country, according to the latest statistics, there were 400 ships under construction, December 1st, 1916. The advent of the German raiders has added materially to the loss in tonnage and will mean an increase in orders in shipyards all over the world.

The business which has profited most by this condition of affairs is the steel industry, prices for steel plates having risen in cost from 2.5 cents per pound to 4.5 cents with orders placed ahead for more than a year.

One of the results of the great loss in British shipping is the recent order issued by Great Britain prohibiting her subjects from chartering vessels without permission from the Board of Trade.

Russia was perhaps the world's largest importer of high grade toilet soaps. A late government decree forbids the importation of such goods. In the future Russia will make her own toilet soaps, thus giving employment to her own citizens and reaping all the profits of this trade.

TRADE NOTES OF INTEREST

Australia threatens to bar American apples and pears from her markets.

Argentine has borrowed $15,000,000 from New York bankers, which is to be used for improving the Central Railroad of Argentine.

During the past nine months Argentine's purchases in the United States totaled $45,000,000 as against $44,000,000 bought from Great Britain.

(Continued on page 162)

PRICE

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In Canada, $1.25

Guaranteed for the Life of your Car

When you install a set of Bethlehem Five-Point Plugs your troubles end, expenses cease. Scientific investigation and progressive development have brought the Bethlehem Five-Point to the premier position which it now occupies.

Designed and manufactured only after the most thorough study of the theory and practice of ignition, it is right on every count!—and yet it costs no more than ordinary plugs.

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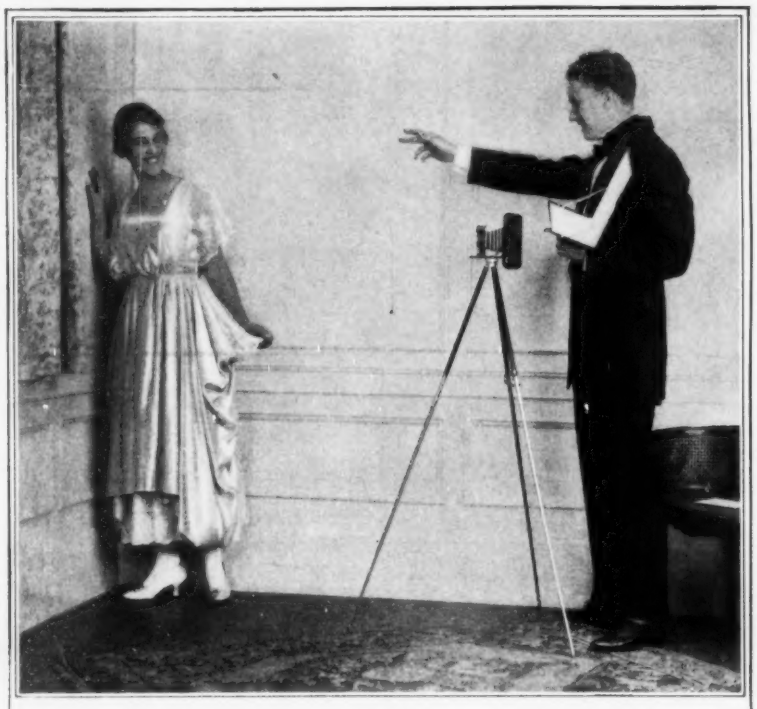

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IF you believe that it is more important to know why ten thousand fail rather than why one man succeeds, read this book.

"Letters of a Self-Made Failure"

are written in epigrammatic style with a touch of irresistible humor, and they impart a system of quaint philosophy that will appeal to everyone, regardless of age, sex or station.

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The **"Letters of a Self-Made Failure"** ran serially for ten weeks in Leslie's, and were quoted by more than 200 publications. If you sit in "the driver's seat" or merely plod along beside the wagon, whether you are a success or think yourself a failure, you will find this book full of hope, help and the right kind of inspiration.

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These are our latest Model No. 24, up-to-the-minute in every way with tabulators, back-spacers, 2-color ribbons, cleaning outfits and instruction books. Send any amount down you can spare from **$1.00** up and pay the balance **$5.00** monthly. 5 per cent. discount for all cash. Transportation not paid.

Order direct from this offer, inclose any amount you can spare, and be sure and mention Leslie's for February.

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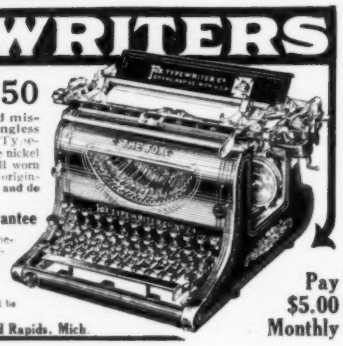

Pay $5.00 Monthly

EXPORT PROMOTION BUREAU

(Continued from page 161)

Peru is now importing American butter in tins. There is a good market for American butter throughout Latin-America, excepting Chile, Uruguay and Argentine. Holland, Denmark, Norway, and Sweden formerly supplied these countries.

Great Britain has issued a request to forestry associations throughout the world to conserve the growth of willow trees as much as possible. This is done in anticipation of the many wooden legs which will be required by wounded soldiers for years to come, willow being the ideal wood for this purpose.

In 1915 we imported 63,784,313 pounds of cheese from Europe. Finding it impossible to get this commodity from the warring powers, the American cheese manufacturer is now making and shipping abroad Limburger, Swiss, Edam, Gouda, Parmesan, Roquefort, Stillton, and Gorgonzola cheese equal to the European. Even Camembert is being made with some success. Probably in the future much less European cheese will come to the American market. This shows what can be done by our manufacturers if they make the effort.

ANSWERS TO INQUIRIES

Readers of LESLIE'S *interested in export trade of any description are invited to ask advice or help from Mr. Aughinbaugh, who will answer all inquiries promptly by mail. Such answers as are of general interest are printed under this heading. This service is entirely free.*

J. O'C.: A plumber in Latin-America or the Orient would not find much work to do. I do not advise you to consider entering these fields.

L. L. A.: Margarita, an island owned by Venezuela and near the coast of that country, is a large producer of pearls. Most of these pearls are bought by Frenchmen or Spaniards and shipped to Europe.

H. W. B.: I would not advise any American to attempt to purchase banana lands in Latin-America. Petty government officials require too much graft to enable one to progress, and satisfactory results in banana growing can only be accomplished by large concerns with plenty of capital, and able to market their products.

L. R. J.: There are some few saw-mills in Latin-America making packing cases, but their work is crude, and not of the high-grade that we see in this country. Names are usually stencilled on boxes and never printed. The scarcity of manufactured products needing boxes in these lands warrants me in advising you not to consider further opening such a plant.

MOTORISTS' COLUMN

(Continued from page 160)

Not every automobile or other self-propelled vehicle can be used satisfactorily as a tractor any more than can a fine private yacht be employed as a tugboat. But certain conditions require special treatment, and if the present or prospective truck owner will profit by observation of tractor installations and their application to the tugboat principle, he can double or treble, in some instances, the efficiency of his power-hauling equipment.

QUESTIONS OF GENERAL INTEREST

LUBRICATION OF CLUTCH

I. J. P.: "I have a car provided with a cork insert clutch. What lubrication is necessary?"

If your clutch is of the multiple disc type, it runs in a bath of oil. The clutch housing should be drained of the old oil every five or six hundred miles, and after the residue has been cleaned out by running the clutch in plain kerosene, a fresh mixture of half cylinder oil and half kerosene should be poured into the housing. The manufacturer of your car, or the instruction book furnished with it, will inform you as to the amount of this oil and where it should be kept in the case.

INTERCHANGEABILITY OF RIMS

A. F. G.: "Are rims of the same size interchangeable on different cars?"

Not necessarily, unless they are of the same make and type. The rim of the wheel is provided with lugs and projections on which the tire rim rests. These must be placed in the proper location to accommodate different makes of rims. Rims of the same make and same size are supposedly interchangeable on any cars originally provided with that size and kind of rim. Only a rim or tire salesman who is expert in the matter can tell you as to the interchangeability of rims of different makes.

Are Your Eyes as good as your memory?

Sometimes you look up from the Present into the Past, with all its memories. It is easy to do that.

But, here in the Present, are you able—

To look up from near objects and without changing or removing glasses, see distant objects clearly?

KRYPTOK GLASSES
THE INVISIBLE BIFOCALS

Do enable you to see both near and distant objects as clearly and distinctly as with the eyesight of youth.

KRYPTOK (*pronounced Crip-tock*) Glasses end the annoyance of removing your reading glasses every time you look at objects more than a few feet away. They free you from fussing with two pairs.

KRYPTOKS combine near and far vision in one crystal-clear lens—free from line, seam or hump. They cannot be distinguished from single vision glasses.

Ask your oculist, optometrist, or optician about KRYPTOK Glasses.

Write for Booklet, "Eyesight Efficiency"

When writing, please give (if possible) name of your oculist, optometrist or optician.

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Poultry Book Latest and best yet; 144 pages, 215 beautiful pictures, hatching, rearing, feeding and disease information. Describes busy Poultry Farm handling 58 pure-bred varieties. Tells how to choose fowls, eggs, incubators, sprouters. This book worth dollars mailed for 10 cents. Berry's Poultry Farm, Box 54, Clarinda, Iowa

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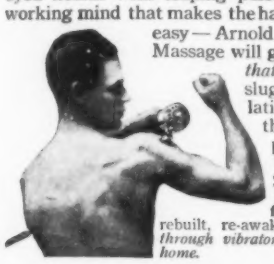
Glorious, abounding health! Clear eyed health with leaping pulse and swift working mind that makes the hardest tasks easy — Arnold Vibratory Massage will give you *just that.* Stirs the sluggish circulation and gives the glow of **perfect health. Strength** that comes from a system rebuilt, re-awakened — *yours through vibratory massage at home.*



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Beauty, too! A clear skin of satin, rose-leaf complexion! Don't waste money on beauty parlors. *With an Arnold Massage Vibrator you may have the benefit of an up-to-date beauty parlor right in your own room, and with no extra expense.* Our free book tells how, with an Arnold Massage Vibrator, you can build up hollows, take away excess flesh at will, how to clear muddy or blotched complexions, remove wrinkles, etc.

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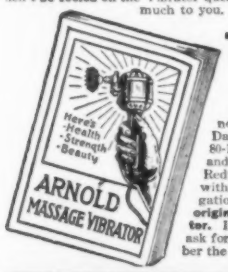
The *original* Arnold is now within your reach at less than the price you are asked to pay for inferior imitations. So don't be fooled on the Vibrator question when it means so much to you.



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FRANK KIMBLE, Manager.

GERMANY'S WAR TABLE

(Continued from page 155)

the nation's normal wastage and upon the margin of abundance of the well-to-do. The accomplishment of this system represents the most stupendous bit of social organization ever carried out.

The future will study the strategy of the Food Office with far more fascinated attention than the campaigns of Poland, Verdun, the Somme and Roumania. If the forces of the Food Office are routed, the armies in the field are hopelessly beaten. Every available rod of ground was planted. Public parks became potato and hay fields. Cabbages, turnips, sunflowers and potatoes were planted along the railway rights-of-way. The suburban dweller turned his small grass plot into a vegetable patch. Following the advice of the Food Office, householders, wherever possible, undertook the breeding of geese, chickens and rabbits, or took a small pig into the family, as conservator of the spare waste, to fatten for a winter killing. The people kept goats to assure themselves of a milk supply. They cooked according to the war-cookbook, issued by the Food Office, which is a literary monument to the simple life. This work, in America, would throttle the "high cost of living," and it would destroy all the pleasures of the table.

Everything on the war table is boiled. There is no fat for frying. The bread ration, roughly, equals five slices of bread a day. The weekly meat ration is about equal to what a hungry man formerly consumed at a meal. Fish and vegetables are the mainstays of the war table. Substitute foods, for most of which one has more trouble to cultivate a liking than for olives, have appeared in number. The war table is one of privation and of little cheer; but it is not a starvation table.

An unusual abundance of hay, clover and straw was garnered into the barns after the last harvest. This was most promising; for it means, after months of careful feeding, the lean, weakened herds will begin to fatten, the milk, meat and fat supplies will largely increase. The harvest of wheat and rye was an excellent one in Germany, and average in Austria and Hungary. The harvest of peas, beans, cabbages and sugar-beets was satisfactory. The potato harvest was poor. Thus, the tendencies of the German food situation point to a winter and spring of Spartan endurance and to a summer of relaxed frugality.

COMPLAINTS AND COMPLIMENTS

JAMES T. TAYLOR of Philadelphia, in writing his protest against the placing of a tobacco king in the "Men Who Are Making America" series, says, "We have been looking for stories of some of our great educators or man builders. Surely we don't want to classify in 'Men Who Are Making America,' only those who are making money?"

J. E. Forbes of Ottawa, Kan., believes the two alternatives in railroad and other public utility disputes to be compulsory arbitration or anarchy. "If railroad employees should quit in a general strike and smash the business of the country," says Mr. Forbes, "the country has the right to say they should be forever disbarred from the service of any public utility doing an interstate business."

An eight-hour day is far too long a day to satisfy Thomas H. Gardiner of Los Angeles, Calif. "The length of a day's work at this time as in all times of the past should be governed by production and needs," says he. "As our needs *per capita* are about the same as they were fifty years ago, and as a worker will produce more now in four hours than in ten hours fifty years ago, it is necessary to the people's welfare to have a four-hour work day at this time."

The Discovery
of Puffed Grains
Brought Ideal Foods to Millions

Prof. A. P. Anderson, when he found a way to puff wheat, gave children a better wheat food than they ever had before.

Every expert knew that whole wheat was desirable. It is rich in elements lacking in flour. And rarely a child got enough of them.

But whole wheat, for its purpose, must be wholly digestible. That is the problem Prof. Anderson solved when he discovered this way to explode it.

Puffed Grains in Milk or Cream

He Bubbled the Grains

He sealed up the kernels in guns, and applied a fearful heat. Then he shot the guns, and out came the kernels puffed to eight times normal size.

Puffed Grains Mixed with Fruit

What happened was this: Inside each food cell a trifle of moisture was changed to steam. When the guns were shot, a hundred million explosions occurred inside each kernel.

Every food cell was blasted, so digestion could act. Thus every element was made available, and every atom fed.

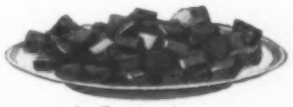
And the grains were made into food confections, flaky, toasted, airy, crisp. So these hygienic foods became the most delightful foods you know.

Puffed Wheat — Puffed Rice
and Corn Puffs
Each 15c Except in Far West

Don't let your children lose the benefits of this great food invention. Don't confine Puffed Grains to breakfast. Serve them for supper in bowls of milk. Douse them with melted butter when children get hungry between meals.

Puffed Wheat and Rice are whole-grain foods. Corn Puffs are corn hearts puffed. They taste like nut meats, bubbled and toasted. But they are in fact the best foods wheat, rice or corn can make.

Keep all three kinds on hand.



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The Steel Car Route

For years the Pennsylvania Railroad System has been conducting an energetic campaign of safety.

Only all-steel cars have been built. Efficiency tests have been established; safety-first expositions have been held for the education and instruction of trainmen; safety committees have been organized; and over 120,000 safety text-books have been distributed to employees.

It is the logical result of this safety movement that during the past three years over half a billion passengers—553,890,063—more than five times the total population of the United States—have been carried over the lines of the Pennsylvania Railroad System without the loss of the life of a single passenger in a train accident. On the Pennsylvania Railroad east of Pittsburgh a perfect record for four years has been made, during which a total of 616,626,957 passengers were safely carried.

With the continued co-operation of our faithful employees, to whom great credit is due, we hope to maintain the record we have established.

PENNSYLVANIA RAILROAD

The Standard Railroad of the World

HOW CAN WE GET RUSSIA'S TRADE?

(Continued from page 152)

villages of the provinces will teach a thousand lessons. The next step should be to secure a position with a Russian firm engaged in business of an allied character to that of his own firm. Two years with such a firm will give both an idea of Russian business methods and a valuable personal acquaintanceship with business men. A man can live in reasonable comfort, if boarding in a Russian family, for from 150 to 200 roubles a month. Upon inquiry I learned that such a man would be paid by Russian employers about 50 or 75 roubles a month during the first year. Altogether, the entire investment in the training of such a man, exclusive of the preliminary year at home and a necessary vacation at the end of his three years, would be less than $3,500. I have known interpreters to be paid by Americans as high as $3,000 a year, this high wage being a necessary premium for honesty and initiative.

QUALITIES NEEDED

The qualifications as experts which these trained men would possess could be bought in no other way by their firms. If such men are properly backed by their firms, and their practical knowledge of conditions is utilized in making plans, a long step will have been taken toward success in the Russian export field. Too often their suggestions are ignored at home.

The following are only a few of the necessary qualifications distinctive to the Russian field: A practical knowledge of the inevitable intricacies of the bureaucratic system of the government, so that he would know how to avoid the days, weeks, and months of delays which his inexperienced American rivals will surely have to suffer at every turn. He should have a sufficient knowledge of Russian banking and the finance of exchange to provide against losing his margin of profit in the fluctuations of the rouble. He should have a sufficient knowledge of Russian business law and regulations to escape the many petty losses which are the penalty of ignorance in that country, especially in the matter of permits and in clearing goods through the customs; and he should know when it is time to call in a lawyer. He should be able to build up a credit system to meet the peculiar Russian conditions. (Experience if not foresight will probably teach American firms doing business in Russia to unite, as did the Germans, to collect mutually credit data.)

STUDY CONDITIONS

The American representative should be enough of a student of Russian political history to know that there are internal problems which often hinder doing business, but that his usefulness does not call upon him to attempt the reform of the Russian government all by himself; otherwise he will waste many dollars trying to combat the invincible by endeavoring to proceed along "common sense" lines based on American ideas and experience. He must use his intelligence, however, to forecast changes such as, for instance, the probable distribution of the Jews if the "pale" is abolished after the war. The Jewish question will be of huge business importance to Russia in the next decade. He should be a student of the various religious sects of Russia, particularly of their customs and distribution. For example, certain sects of the Old Believers (separatists from the Orthodox church and formerly often persecuted) have a code of intense personal honesty and loyalty. Either for credit or employment this is valuable knowledge. In establishing a manufacturing plant such qualities in the laborers is as much worth while considering as conditions of transportation.

It will not be necessary to find geniuses to send to Russia, but it will be necessary to pick men who do have *intelligence*.

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Learn why every doctor tells folks to eat bran.

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Don't send me one cent—just let me prove it to you as I have done for 57,532 others in the last six months. I claim to have the most successful remedy for bunions ever made and I want you to let me send you a treatment **Free,** entirely at my expense. I don't care how many so-called cures, or shields, or pads you ever tried without success—I don't care how disgusted you are with them all—you have not tried my remedy and I have such absolute confidence in it that **I am going to send you a treatment absolutely FREE.** It is a wonderful yet simple home remedy which relieves you almost instantly of the pain; it removes the cause of the bunion and thus the ugly deformity disappears—all this while you are wearing tighter shoes than ever. Just send your name and address and treatment will be sent you promptly in plain sealed envelope.

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Sirs: Send me without charge, sample Railway Mail Clerk Examination questions; list of other government jobs now easily obtainable and free book describing them.

Name.....

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MEN WHO ARE MAKING AMERICA

(Continued from page 151)

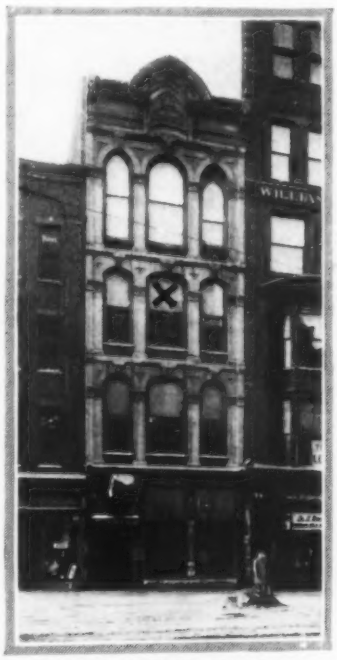
This forward step, however, did not satisfy Eastman. Why not, instead of merely selling the roll holder and film to be inserted in existing cameras, invent a camera that could be sold loaded so that the novice could snap pictures?

This camera was called the Kodak. It was born in June, 1888.

"Why did you choose the name Kodak?" I asked Mr. Eastman. "What does it mean?"

"It does not mean anything," he replied. "We wanted a good strong word, one that could not be misspelt or mispronounced and, most important of all, one that could be registered as a trade mark that would stand all attacks—we had had serious trouble before then through infringements and imitations of our product and the names we used."

The first Kodaks were sold with a roll of 100 sealed exposures and cost $25. When the whole 100 had been used, the camera could be returned to Rochester or taken to a dealer who forwarded it to headquarters. The film had to be taken out in a dark room.



THE CRADLE OF THE KODAK
The X indicates the room where George Eastman began his experiments with photographic dry plates.

The Kodak threw photography open to the whole world.

Of course, the Kodak of 1888 was not the Kodak of today. One hundred pictures had to be taken and developed before the results could be seen. The paper films used had to be handled by experts, and in other respects they were not quite satisfactory.

Mr. Eastman spent much brain-sweat in trying to discover a substitute. He described minutely his ideas to a clever young chemist who, after much experimenting, evolved a honeylike substance, a solution of guncotton and wood alcohol. This was not what they were after, but Mr. Eastman at once saw that this substance might be worked into a substitute for paper and into a transparent film, a long cherished object. Experimentation revealed that the best way to make transparent films of uniform thickness was to spread a thick solution evenly along glass tables, and apparatus was at once constructed for making films on tables 100 feet long. The film strips could then be cut to any desired length.

From Edison's laboratories came an inquiry as to whether it was true that the Eastman Company had invented a trans-

(Continued on page 166)

GREAT BEAR SPRING WATER
(50c the case of 6 glass stoppered bottles.—*Adv.*)

Why Some Foods Explode in the Stomach

By **WILLIAM ELDRIDGE**

"THE combinations of food that most people eat three times a day inflict nothing less than a crime against their health and are the direct cause of 90 per cent of all sickness."

This is the rather startling statement of Eugene Christian, the famous New York Food Scientist whose wonderful system of corrective eating is receiving so much eager attention throughout the Nation at the present time.

According to Eugene Christian we eat without any thought of the relation which one food has to another when eaten at the same time. The result is that often we combine two foods each of great value in itself, but which when combined in the stomach literally explode, liberating toxins which are absorbed by the blood and form the root of nearly all sickness, the first indications of which are acidity, fermentation, gas, constipation, and many other sympathetic ills leading to most serious consequences.

All of this, states Eugene Christian, can be avoided if we would only pay a little attention to the selection of our daily menus instead of eating without any regard for the consequences.

This does not mean that it is necessary to eat foods we don't like; instead Christian prescribes meals which are twice as delicious as those to which we are accustomed.

Not long ago I was fortunate enough to be present when Eugene Christian was relating some of his experiences with corrective eating to a group of men interested in dietetics, and I was literally amazed at what he accomplished with food alone and without drugs or medicines of any kind.

One case which sticks in my mind was that of a mother and daughter who went to him for treatment. The mother was forty pounds overweight and her physician diagnosed her case as Bright's Disease. She had a sluggish liver, low blood pressure and lacked vitality. The daughter had an extreme case of stomach acidity and intestinal fermentation, was extremely nervous, had chronic constipation, and was 30 pounds underweight.

Christian prescribed the proper food combinations for each. Within a few weeks all symptoms had disappeared, and within three months the mother had lost 33 pounds and the daughter had gained 26 pounds, and both were in perfect health—normal in every particular.

Another case which interested me greatly was that of a young man whose efficiency had been practically wrecked through stomach acidity, fermentation and constipation, resulting in physical sluggishness which was naturally reflected in his ability to use his mind. He was twenty pounds underweight when he first went to see Christian and was so nervous he couldn't sleep. Stomach and intestinal gases were so severe that they caused irregular heart action and often fits of great mental depression. As Christian describes it he was not 50 per cent efficient either mentally or physically. Yet in a few days, by following Dr. Christian's suggestions as to food, his constipation had completely gone, although he had formerly been in the habit of taking large daily doses of a strong cathartic. In five weeks every abnormal symptom had disappeared—his weight having increased 6 pounds. In addition to this he acquired a store of physical and mental energy so great in comparison with his former self as to almost belie the fact that it was the same man.

But perhaps the most interesting case that Christian told me of was that of a multimillionaire—a man 70 years old who had been traveling with his doctor for several years in a search for health. He was extremely emaciated, had chronic constipation, lumbago and rheumatism. For over twenty years he had suffered with stomach and intestinal trouble which in reality was superaciduous secretions in the stomach. The first menus given him were designed to remove the causes of acidity, which was accomplished in about thirty days. And after this was done he seemed to undergo a complete rejuvenation. His eyesight, hearing, taste and all of his mental faculties became keener and more alert. He had had no organic trouble—but he was starving to death from malnutrition and decomposition—all caused by the wrong selection and combination of foods. After six months' treatment this man was as well and strong as he had ever been in his life.

These instances of the efficacy of right eating I have simply chosen at random from perhaps a dozen Eugene Christian told me of, every one of which was fully as interesting and they applied to as many different ailments.

There have been so many inquiries from all parts of the United States from people seeking the benefit of Eugene Christian's advice and whose cases he is unable to handle personally that he has written a little course of lessons which tells you exactly what to eat for health, strength and efficiency. This course is published by The Corrective Eating Society of New York.

These lessons, there are 24 of them, contain actual menus for breakfast, luncheon and dinner, curative as well as corrective, covering every condition of health and sickness from infancy to old age and for all occupations, climates and seasons.

Reasons are given for every recommendation, based upon actual results secured in the author's many years of practice, although technical terms have been avoided. Every point is explained so clearly that there can be no possible misunderstanding.

With these lessons at hand it is just as though you were in personal contact with the great food specialist, because every possible point is so thoroughly covered that you can scarcely think of a question which isn't answered. You can start eating the very things that will produce the increased physical and mental energy you are seeking the day you receive the lessons and you will find that you secure results with the first meal.

If you would like to examine these 24 Little Lessons in Corrective Eating simply write The Corrective Eating Society, Dept. 832, 460 Fourth Ave., New York City. It is not necessary to enclose any money with your request. Merely ask them to send the lessons on five days' trial with the understanding that you will either return them within that time or remit $3, the small fee asked.

Please clip out and mail the following form instead of writing a letter, as this is a copy of the official blank adopted by the Society and will be honored at once.

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You may send me prepaid a copy of Corrective Eating in 24 Lessons. I will either remail them to you within five days after receipt or send you $3.

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A New Model

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Furnished in Touring Car, Roadster, Phaeton, Coupe and Touring Sedan in both Six and Twelve Cylinder Models

12 AMERICAS BEST LOOKING CARS 6

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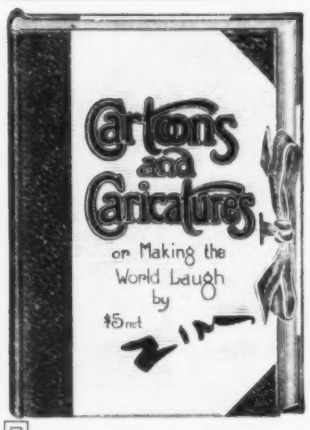

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MOST POPULAR IN PHILADELPHIA : : JAMES C. WALSH, Manager

MEN WHO ARE MAKING AMERICA

(Continued from page 165)

parent film; if so Mr. Edison wanted some immediately.

This film made the motion picture possible. Indeed, when Mr. Edison tried to sustain one of his early "movie" machine patents the judge declared that the principal part of the invention lay in the film.

The Eastman Company was immediately swamped with orders. A great many amateurs had dark rooms and could thus do their own developing. How to overcome the necessity of having a dark room to reload the camera and for development purposes was the next hurdle to be tackled. Mr. Eastman got up a special line of cameras, which employed a film having black paper attached to the roll at each end. This permitted of daylight reloading, but another inventor, Samuel N. Turner, devised the now familiar method calling for a window on the back of the camera and black paper running the whole length of the film with a number for each picture. He was paid $40,000 for his little contrivance, a big sum in those days—1894.

The next milestone in the path of progress was the invention of the developing machine, in 1902. This was the work of a young man, Arthur W. McCurdy, then private secretary to Alexander Graham Bell. He submitted his achievement to Eastman, and from that day to this he has not needed to do another stroke of work; he has drawn a handsome royalty ever since.

A non-curling film was perfected in 1904, and this seemed to mark the final development in photographic appliances.

Nothing further of importance was discovered until 1914, when the Autographic Kodak was announced. When its inventor, Henry J. Gaisman, first approached Mr. Eastman his ideas were not feasible, but, on having the defects pointed out, he went at it again, was turned down once more, but returned time after time, always exuberantly enthusiastic, and finally went off with a check for $300,000, refusing to have anything to do with any royalty arrangement.

The growth of the Eastman Kodak business has been one of the commercial wonders of the world. From one assistant, Eastman's force has expanded to 13,000, not including over 10,000 dealers deriving the whole or part of their livelihood from handling Eastman products. Kodak Park Works at Rochester comprise 90 buildings, with 55 acres of floor space, including one building 740 feet long. The other four factories also are located in Rochester, the whole employing 8,500 workers. These workers represent 22 distinct industries and 229 different occupations, as classified by the United States Census!

Before George Eastman began to sleep in his clothes at night in his one-room shop, America imported all its photographic materials. Within the last 40 years, and particularly within the last 20 years, the Eastman Kodak has brought a stream of gold from every part of the world to this country.

The modesty of Eastman has kept his achievements from being more generally recognized. Lord Kelvin, the greatest scientist of the last generation, regarded Eastman as a chemist and scientific inventor of unique standing, and for years co-operated with him as one of the Eastman Company directors. Eastman's rise over innumerable difficulties, the ever-increasing demands for his products and the world-wide reputation of everything bearing the Eastman stamp have been due to a rare combination of brains, industry and ambition to provide nothing but the best, no matter what the cost. Millions of dollars have been spent not only in continuous experiments to improve quality, but in providing experts to test rigidly every cent's worth of material leaving the plant. "Excelsior" has been the motto throughout.

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(Continued on page 167)

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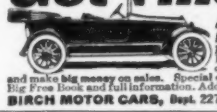

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MEN WHO ARE MAKING AMERICA

(Continued from page 166)

ican enterprises, it became a target for the puny-brained politicians who were swept off their feet by the "trust-busting" madness. To be big was a crime. For Americans to turn out a product better than anything else in the world and to build up an organization of world-wide ramifications was accounted a criminal offense. When Washington announced that the Eastman Kodak was to be attacked the company offered to change any of its methods not satisfactory to the Department of Justice, but a voluntary adjustment would not have afforded sufficient political fireworks. These proceedings are still dragging along, although events both abroad and at home have thoroughly chastened the "trust-busting" spirit and have demonstrated the necessity for large business units if this country is to hold its own against foreign combinations.

George Eastman has little love for money except as an instrument for accomplishing worthy aims. He has always lived unostentatiously. Having no children of his own—he is a bachelor—he has become a sort of father of his city. His gifts to Rochester have included large sums to the University of Rochester and to the General Hospital, while other benefactions have been made to the Hahneman Hospital, the Homeopathic Hospital, the Friendly Home, the Children's Hospital, the Y. M. C. A., the Y. W. C. A., and the City Park. He is now providing a dental dispensary for children which will be the finest in the country. He has spent both time and money in securing good civic government, one of his steps toward that end having been the establishment of the Bureau of Municipal Research. He is erecting a building for the Chamber of Commerce. He also took a leading part in the organization of the Rochester Art Commission and has personally striven to adorn the city and its public buildings and parks. His love of art is equalled only by his fondness for good music, in the cultivation of which he has been active, helping in the support of a Rochester orchestra having been only one of his activities in this direction.

He has also distributed money freely outside of Rochester, but usually anonymously. He was one of the late Booker T. Washington's ardent supporters, and his farm in North Carolina is supplementing the practical training of negroes carried on at Tuskegee.

His own employees have been Mr. Eastman's special care. Kodak Park Works is an example of how attractive a large plant and its environment can be made. Moreover, he has enabled hundreds of the older employees to amass a competency through ownership of Kodak stock, while his annual distributions to all classes of employees have been notable—the latest wage dividend approximated $900,000.

NEXT WEEK — MR. FORBES'S ACCOUNT OF THERISE OF GEORGE F. BAKER, THE "MONEY MAKING MACHINE" TO BE ONE OF AMERICA'S THREE GREATEST BANKERS

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Or on a moving picture screen,
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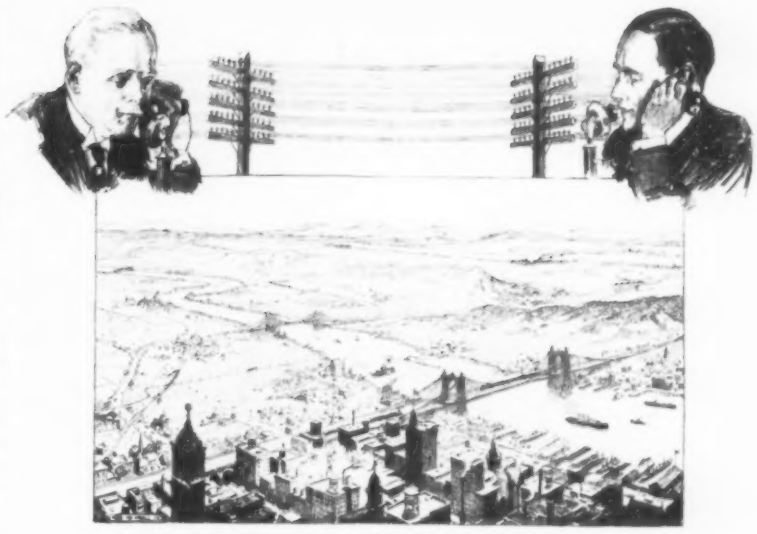
In epaulets and braid,
And some, with ruffles at their wrists,
In linen fine arrayed.

But at the long procession's head,
In loose ill-fitting clothes,
A lanky woodsman with an axe
Upon his shoulder goes;
In every patriotic heart
That figure lean and tall
Is shrined beside the starry flag,
For Lincoln leads them all.

MINNA IRVING.



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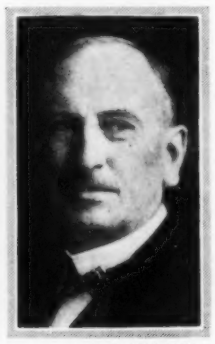

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CREDULITY is world-wide. The haste to get rich is an ever-present human infirmity. It gives the sharper, the bogus promoter and the "gold brick" operator their only chance to make a living. I speak of this because a dispatch from Berlin tells of a woman who has made a large amount of money by securing the funds of investors on the promise to pay them 5 per cent. yearly interest and 10 to 20 per cent. every month in dividends. She said she could do this by speculating in table luxuries, which were selling at high prices and yielding an enormous profit, according to her story. As soon as the police appeared and an investigation was made, the balloon burst.

And yet we hear an outcry against "Wall Street swindles," while not one of these gold brick schemes can get a foothold on the stock exchange or on the exchanges in any of our great cities. Mr. Otto H. Kahn, addressing a thousand men of big business in New York recently, touched the very heart of the matter when he said, in response to this outcry:

"If people get 'fleeced' the fault lies either with their own get-rich-quick greed in buying highly speculative or unsound securities, or with going into the market beyond their depth or with exercising poor judgment as to the time of buying and selling, or, finally, with the wiles of outside promoters or unscrupulous financiers."

So credulous is the American public, so eager are investors to get an inordinate profit, so anxious to give up their hard-earned money to some unscrupulous adventurer who guarantees all sorts of prodigious returns, that in nearly every state of the Union it has been necessary to pass so-called "Blue Sky" laws, to give the state authorities the power to forbid sales, within state borders, of fraudulent securities. So the state is doing what the people should do for themselves, that is, seeing that they get their money's worth when they buy stocks just as they do when they buy a horse, a cow, a house, a pig, a bushel of potatoes, or even an apple.

I have a friend who saved $300 by the hardest kind of hard work. He put it in the savings bank at 4 per cent. for a rainy day. He saw an advertisement of a company that was about to manufacture a new automobile and that promised him prodigious profits, if he would buy a few shares of its stock. He took his hard-earned money from the bank and bought the stock. He was taken sick and when he went to the hospital and needed some money, he tried to sell his shares and found that he could not get $50 for what had cost him $300.

Yet I have seen this same man, in buying an apple at a street stand, look it over carefully to see that he had bought a sound apple without a speck on it before he would spend five cents. What is the matter with the dear public that it parts with its money so quickly to strangers? Why should the Post Office Department find that nearly $100,000,000 a year is taken from the public by fraudulent schemers, selling gold brick devices and offering fortunes to the unwary by the purchase of stock in companies exploited by adventurers and sometimes by jail birds and ex-convicts.

The successful investor never touches these wild-cat schemes. He selects a dividend-paying security with an established record and buys one or more shares, knowing what he buys. Some of my readers say that they do not know anything about Wall Street and do not know what stocks pay dividends, or have promise of betterment. Any prominent stock broker of the class of those who advertise in publications of the character of LESLIE'S will be only too glad to send a booklet of information to those who desire it. Dozens of these booklets are carefully compiled, giving the names of securities, the prices at which they sell, the dividends they pay and the high and low prices at which they have been sold during recent years.

With this information, one can get an idea of the value of securities and if he has a doubt regarding his choice, I will only be too glad to give the best advice I can to an inquiring reader. But the main thing is not to listen to those who solicit patronage on the promise of paying inordinate profits. No reputable broker will do this and if any one does it, he should at once be discredited, for if any man knows how to make a great deal of money for some one else, he will keep it to himself as a priceless secret. To some of my readers these elementary counsels may seem unnecessary and yet the character of some of the inquiries I receive and the disclosures in the daily press of the atrocious manner in which the credulous are hoodwinked, makes it necessary, from time to time, to give these primary recitations.

The stock market still continues to move quietly and sluggishly at times, but the undertone is strong and will be as long as the business outlook remains as good as it is. The prospect of the prolongation of the war increases, despite the efforts of peace workers to reconcile the belligerents. The

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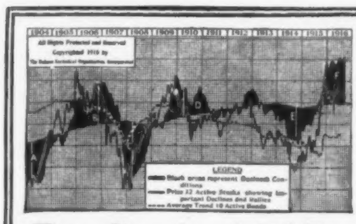

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Accessories ....
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Repairs (Give nature of Trouble) ....
....
Name ....
Address ....
*Maps will be furnished as supplements to replies when necessary. The inquirer may consult and take notes from the map, returning same without the slightest obligation; or if map is kept, its nominal price may be remitted to the publisher. Les. 2-8

bitterness between the warring nations intensifies almost from day to day. Until they wear each other out, or until some decisive and overwhelming victory is recorded, the war will go on, and the demands upon this country for materials, supplies and funds will continue.

We are the market place of the world, for the time being. Unless some unexpected and untoward circumstance occurs, we shall continue to be the market for some time to come. Under such conditions, the customary spring rise in securities is naturally to be expected and it is safer to buy than to sell.

A., Bay City, Mich.: Reo Motor Car and Saxon Motor Car Companies are well established and prosperous.

E. S., White Sulphur Springs, Va.: Cluett, Peabody & Co. stock, yielding 6 per cent., is a good business man's investment.

A., Bridgeport, Conn.: I have no information regarding Edison Electric Illuminating Co. of Boston which indicates adverse conditions.

S., Milwaukee, Wis.: The Drexel Motor Co. is a new concern. I do not recommend investment in a company not yet in profit-making operation.

V., Cincinnati, Ohio: Calumet & Ariz. is one of the well-regarded mining propositions. Selling at nearly 8 times par it yields about 10 per cent. on market price. It seems high enough for its dividend.

C., Brooklyn, N. Y.: Wabash common, American Hide & Leather common and Interborough Con. are long-pull speculations. Better invest in dividend payers purchased on reactions.

S., Nunda, N. Y.: The Gramm Motor Truck Co. has been in business for a number of years and is one of the conservative truck manufacturers. The Garford is well thought of and handled by reputable dealers.

B., Great Falls, Mont.: Anglo-American, paying about 6 per cent. on market price, is a good business man's investment. Colonial Oil Co is in process of dissolution, its business having been transferred to the Vacuum Oil Co.

H., Philadelphia, Pa.: Childs Co. has paid the preferred dividend regularly since incorporation in 1906. The common is on a 4 per cent. basis. The preferred, quoted at 96 to 100, is a good business man's purchase.

J., Philadelphia, Pa.: Lake Superior Corp. showed a deficit for the year ended June 30, 1915, of nearly $334,000. The company has not profited largely by war orders, but some time ago prospects were reported improving.

W., Kansas City, Mo.: Admitting that the Walls Frogless Switch has merit, the works for the production of the device will not be in operation until September next. The company depends on the public to give it needed capital. Nothing could be more speculative.

K., New Martinsville, W. Va.: The Cosden stocks are not yet seasoned dividend payers. The new oil stocks would find it hard to meet competition of the old-established companies, like Texas and other leading independents and the S. O. group, should a time of depression come.

S., New Orleans, La.: Since you require absolute safety for your investment I would advise that you buy first mortgage bonds of the leading railroad, industrial or public utility corporations. First mortgage real estate and farm mortgage bonds are also reliable, if purchased from responsible houses.

T., Atlantic City, N. J.: Va.-Car. Chem. has resumed payment of dividends on common, having declared ¾ of 1 per cent. payable February 1 to stockholders of record January 15. This is the first payment on the stock since 1913. The company should do better after the war. It controls Enigkeit Potash Co. and Chemical Works Shonebeck, both in Germany, from which it receives no revenue during the war.

H., Douglas, Ariz.: White Motor Co. was incorporated in December, 1915, in Ohio. The main plant is at Cleveland. It took over the assets of the White Co., manufacturer of autos and motor trucks. Capital stock $16,000,000, par $50, all outstanding; no bonded debt. Initial dividend declared April 1916. The stock is on a 7 per cent. basis. Net profits 6 months, ending June 30, 1916, $1,903,521. High for stock $60, low $46½, both in 1916. Prospects seem excellent.

C., Galveston, Texas: 1. All the sugar companies in this country have profited by the war, but their normal future position was improved by repeal of the free sugar clause in the Tariff Law. They are thus better equipped to meet foreign competition after the war. American Sugar is worth holding and it might be good policy to even up on your shares. 2. Pipe Line stocks are not so well regarded as those of producing and refining companies of the S. O. group, and yet they are good dividend payers. S. O. of N. J. and S. O. of Calif., though higher-priced, are better propositions. S O. of Calif. has declared a stock dividend of 33⅓ per cent., payable April 16.

H., Fresno, Calif.: 1. The new R. I. 6 per cent. preferred, is to be issued to holders of debenture bonds. Stockholders who pay the assessment get 7 per cent. preferred stock to the amount of the assessment. As the time for deposit of both stocks and bonds has expired, you can secure the 6 per cent. preferred only by purchase in the market. It is quoted (when issued) on the Curb at about 73. Par value $100. Any broker advertising in LESLIE'S can obtain the stock for you. The market price indicates the confidence of buyers that the increasing earnings will assure dividends. 2. All the seasoned dividend payers—railroad, industrial and public utility—are inviting if bought on reactions.

New York, February 1, 1917. JASPER.

(Continued on page 170)

We Don't Have to Touch It, My Dear—The ÆTNA Checks Are Ample

They were ample. As regularly as the month rolled around, the Ætna check arrived—not only while he was in bed—but until he was ready to go to work. All he had to start with was a cold—but the results of that cold would have drained the bank account dry if he hadn't been far-sighted when he was well. Every man is sick sometime. Heart disease and Bright's disease and rheumatism and pneumonia and colds and indigestion and nervous prostration—one or more of them gets every man sometime. They give but little warning. Act now—protect your bank account—

ÆTNA-IZE

Send this coupon and find out about the Ætna Disability Policy. It brings you—

$25 a week up to 52 weeks while you are ill. $25 a week for 100 weeks—nearly two years—if you lose the sight of both eyes by disease, or the use of both hands or feet or one hand and one foot by paralysis. Also payment of hospital charges or for a surgical operation.

$50 a week as long as you are disabled by a railway, steamship or burning building accident, $25 a week if disabled by an ordinary accident. If you are killed in an accident, or lose two limbs, or both eyes, we will pay from $5,000 to $15,000. Half as much for loss of one hand, foot or eye.

When your serious illness comes, and you have to quit work, you will be too late. Now is the time to make yourself safe—now while you are well. Let Ætna work for you when you can't work for yourself.

Send the coupon now.

ÆTNA LIFE INSURANCE COMPANY
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The largest company in the world writing Life, Accident, Health and Liability Insurance.
Agency opportunities for all Casualty and Bonding lines
An Ætna agent has a national advertising campaign working for *him* all the time.

Les. 2-8-17
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Occupation ....
Bus. Address ....
ÆTNA LIFE INSURANCE COMPANY
Drawer 1341 HARTFORD, CONN.
I have marked the kinds of Insurance I wish to know about: Accident( ), Health( ), Disability( ), Life Certificate( ). My age is ..... years. I am in good health.
14-A

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Three of the big Standard Oil subsidiary companies will shortly ratify increases in their capitalization, which will give shareholders stock bonuses ranging from 60% to 300%.

And there are six more of the Standard Oils which have accumulated sufficient surpluses to justify nearby distribution of large dividends to stockholders.

The nine subsidiaries in question, along with general information covering the Standard Oils, are listed in our fortnightly publication

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Anyone who is interested in increasing the earning power of his surplus funds should regularly receive this valuable publication. It will be sent ***without charge,*** beginning with current issue, upon request for booklet **38-D**, including booklet detailing

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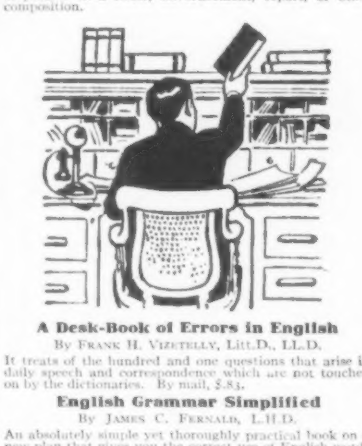

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We also manufacture White Cross Electric Stoves, Irons, Hair Dryers, Electric Lanterns, Electric Fans, Electric Automobile Horns, Electric Curling Irons, Heating Pads, Small Motors. Dealers, write.

JASPER'S HINTS TO MONEY-MAKERS

(Continued from page 169)

FREE BOOKLETS FOR INVESTORS

Readers who are interested in investments, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, will find many helpful suggestions in the announcements by our advertisers, offering to send, without charge, information compiled with care and often at much expense. A digest of some special circulars of timely interest, offered without charge or obligation to readers of Leslie's, follows:

Reliable information tends to insure investments. "The Financial Review" contains the latest news on $100 bonds and will be sent free if you address Dept. L-67, Coleman & Reitze, 50 Broad St., New York.

A magazine dealing with methods and principles of investment, and describing the progress and development of public utility companies, will be sent by P. W. Brooks & Co., 115 Broadway, New York, on request for "Bond Talk L."

"The Bache Review" posts its readers on conditions in the financial world, interprets conditions and gives suggestions for investment. Mailed free on application to J. S. Bache & Co., members of New York Stock Exchange, 42 Broadway, New York.

Among Florida's attractive products are 7 and 8 per cent. mortgages. G. L. Miller & Co., Inc., 5 Bank & Trust Co. Bldg., Miami, Fla., who deal in such securities, will furnish a free circular, "Security for Mortgage Loans," to any reader of this department.

First mortgages paying 6 per cent. and secured by Oklahoma farms are offered by Aurelius-Swanson Co., Inc., 28 State National Bank Bldg., Oklahoma City, Okla. The firm sends its descriptive booklet and list of loans from $300 to $10,000 to any applicant.

"The $100 Bond News" promulgates sound investment standards. It is devoted to purchases of railroad, government, public utility and industrial bonds outright or on the small payment plan. Copies sent on request by E. F. Coombs & Co., 124 Broadway, New York.

"Statistical Book" contains full data enabling one to purchase motor, copper and Standard Oil stocks with knowledge of intrinsic values. It may be had for the asking of L. R. Latrobe & Co., 111 Broadway, New York, who will handle these and other securities on the partial payment plan.

The great war has had the effect of turning the attention of our financiers to Latin-American securities. C. W. Pope & Co., 15 Broad St., New York, make a specialty of South American and Central American railway issues. Ask them for free special letter L analyzing reports of Argentine railways and business conditions.

The Byllesby companies are noted for good management and liberal returns. They are public utility organizations serving large communities. Booklet L descriptive of these enterprises is sent without charge to interested investors by H. M. Byllesby & Co., Inc., 1204 Trinity Bldg., New York, and 204 S. La Salle St., Chicago.

S. W. Straus & Co., 150 Broadway, New York, and Straus Bldg., Chicago, recommend first mortgage 5½ per cent. serial bonds, whose merits include safety of principal, prompt payment in cash, choice of maturities—two to 10 years, wide diversification, stability in value and reasonable assurance of market. Write to Straus & Co. for investment list No. B-703.

A yield of 5 to 6 per cent. is obtained from first farm mortgages dealt in by the strong, state-supervised American Trust Co. of St. Louis. These are furnished in amounts of $100 and up. A full account of the issues may be secured by writing for book No. 152 "Farm Mortgages," a free illustrated publication, to Investment Department, American Trust Co., St. Louis, Mo.

An attractive investment is offered by the Tillotson & Wolcott Co., Cleveland, O., and 115 Broadway, New York, in the first mortgage 6 per cent. gold bonds (with normal income tax paid) of the General Necessities Corporation, which supplies ice, coal and distilled water to a large section of Detroit. The bonds are well secured. Details sent on application by the Tillotson & Wolcott Co.

The financial community needs clear understanding of international factors affecting our prosperity. To reach a conclusion as to what the future holds in store, one should read bulletin S-4, "A Long Look Ahead," prepared by John Muir & Co., specialists in odd lots and members of New York Stock Exchange, 61 Broadway, New York. This bulletin will be sent without charge to any investor.

The bond market has been very active and standard railroad bonds have been going fast and rising in price. There are some issues of this class still available at attractive prices. The flourishing National City Co., National City Bank Bldg., New York, will supply upon request free circular L-61, giving a list of railroad bonds yielding 4 to 5.4 per cent. Conservative investors will find this helpful.

A stock which sold at $220 and paid about 5 per cent. on market price a few years ago was considered a good investment. Profits of this company last year were the largest in its history, though based on peace business. The stock now pays 6 per cent. and sells to net 8 per cent. Send to Dawson, Lyon & Co., 40 Wall Street, New York, for circular D-7, describing this and other attractive propositions.

Many investors with money to loan on lands look with favor on Wisconsin dairy farms. Markham & May Co., farm mortgage bankers, 1222 First National Bank Bldg., Milwaukee, Wis., specialize in dairy farm loans. Of their 5 per cent. mortgages 67 per cent. are bought by banks, trust companies and other conservative investors. Their February list describing attractive loans will be sent free to any applicant.

Hosts of thrifty persons buy good stocks and bonds as fast as they can meet the requirements of the partial payment plan. Under this plan stocks and bonds may be bought in any amount, from 1 unit up, on moderate payments. Free booklet A-2, "The Partial Payment Plan," issued by Sheldon, Morgan & Co., members of New York Stock Exchange, 42 Broadway, New York, giving full information, will be mailed to any interested party.

Large profits are still being made by experienced men on legitimate timber purchases in selected regions. The James D. Lacey Timber Co., 332 South Michigan Ave., Chicago, which has been in business for years, is giving the public an opportunity to benefit by the company's operations. Investors of moderate and small incomes are offered the "new Lacey Profit-Sharing bonds." All the facts regarding this enterprise are given in a booklet, Issue T-204, which the timber company will furnish gratis to any inquirer.

His Letters

He met the wit and beauty of English society—he stood in the gorgeous splendor of the Russian Court—he admiringly watched the Boers wage their plucky fight on the veldts of Africa—he heard the bullets sing at San Juan—wherever things happened there was RICHARD HARDING DAVIS. Adventure had but to beckon and his seven league boots whisked him at once into action. The world was his playground. He was the Peter Pan of American Letters and to the last minute retained his fresh, unspoiled love of life.

In long, charming letters to his mother and family, written with boyish frankness and enthusiasm, RICHARD HARDING DAVIS recounts his adventures from his entrance into the newspaper field in 1889. These letters, covering his most active and interesting years, have been gathered together and will be published serially in the Metropolitan, beginning in the March issue (on the newsstands February 8th). The writer's brother, Charles Belmont Davis, will add introductory paragraphs to the letters and provide a sequential form for their publication.

For sprightly reading, Davis's letters are only equalled by his fiction stories, with this added value that these letters are Dick Davis himself, real, true, always-something-happening letters, reflecting the big, courageous boy-man who has gone on before. Their unfailing courage and virility will stouten the hearts of many of us playing the Great Adventure, and this, we know, is as the writer would have it.

The Adventures and Letters of RICHARD HARDING DAVIS

begin in a notably bright and interesting number of America's Livest Magazine

To a magazine public surfeited with thin, insincere and sloppy periodical reading, aimed for a 2 by 2 intelligence, it comes as a refreshing relief to find a magazine with enough body to lay on the library table without having to hold it down! We believe the March Metropolitan is that magazine—live, vital, sincere—a creation of sane, forward-looking brains. A magazine with youth rampant through its pages, where romance, adventure and inspiration delights you, thrills you and refreshes you.

For instance—

We have with us again that delightfully real victim of calf love—no other than the well-known William Sylvester Baxter. His literary father, BOOTH TARKINGTON, relates another amusing escapade of W. S. B., who might have been you at the tender age of seventeen!

LEROY SCOTT, the first writer who has succeeded in putting the drama of New York's dress-suit underworld on paper, contributes a new Detective Clifford story that will thrill the most hardened disciple of Sherlock Holmes.

There are two love stories of Metropolitan quality by DANA GATLIN and SINCLAIR LEWIS; also the first of a big love and mystery novel of the Great Lakes by EDWIN BALMER and WILLIAM MAC HARG,—"The Indian Drum."

WILLIAM HARD who is in England for the Metropolitan gives us a vivid behind-the-scenes picture of Britain at War. THEODORE ROOSEVELT, who writes exclusively for Metropolitan, has a commanding contribution on Canada's part in the Great War and the lesson it should bring home to Americans.

There are eight big pages of ROTARY GRAVURE pictures, and a striking six-color cover design by HASKELL COFFIN, not forgetting the regular departments—ART YOUNG in Washington, and CLARENCE DAY chatting in his own way on books, people and things.

This unusual magazine will be on sale at all good newsstands February 8th. If you are located where you cannot conveniently get to a newsstand mail fifty cents in stamps or cash to address below and the Metropolitan for three months, beginning with the March issue, will be mailed you postpaid.

Metropolitan

FOR MARCH

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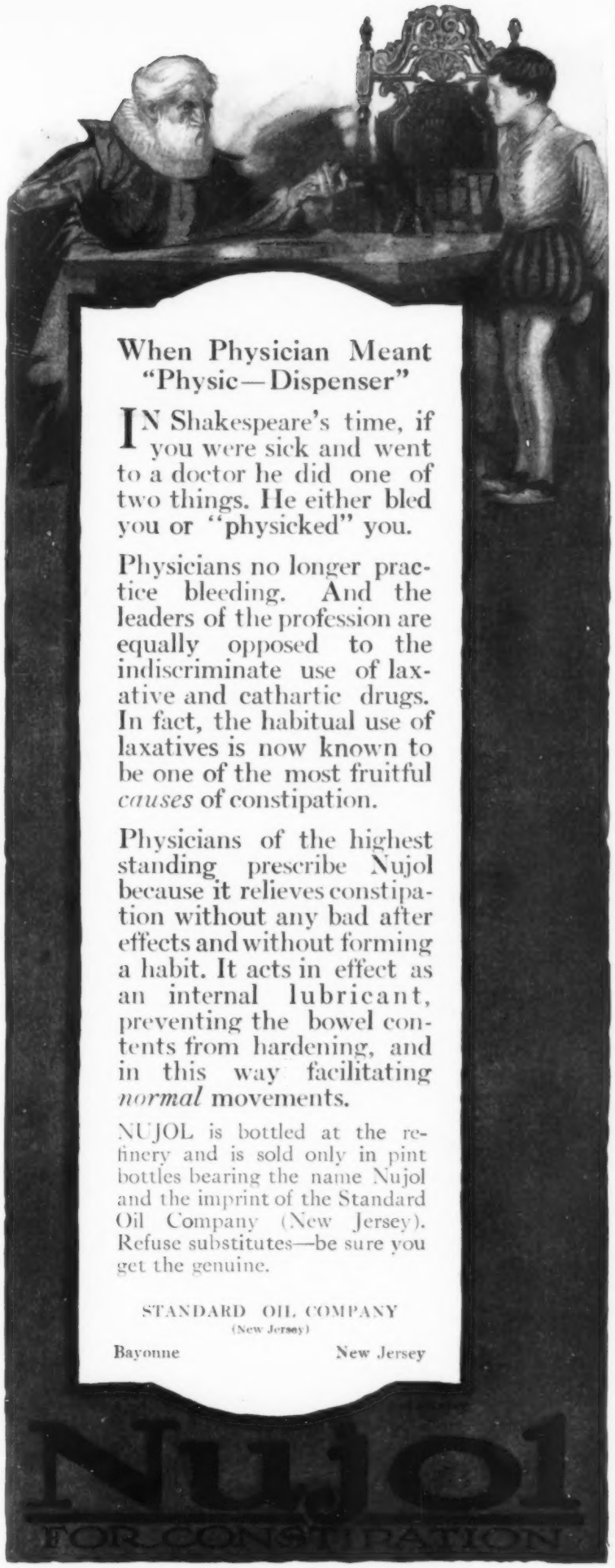

When Physician Meant "Physic—Dispenser"

IN Shakespeare's time, if you were sick and went to a doctor he did one of two things. He either bled you or "physicked" you.

Physicians no longer practice bleeding. And the leaders of the profession are equally opposed to the indiscriminate use of laxative and cathartic drugs. In fact, the habitual use of laxatives is now known to be one of the most fruitful *causes* of constipation.

Physicians of the highest standing prescribe Nujol because it relieves constipation without any bad after effects and without forming a habit. It acts in effect as an internal lubricant, preventing the bowel contents from hardening, and in this way facilitating *normal* movements.

NUJOL is bottled at the refinery and is sold only in pint bottles bearing the name Nujol and the imprint of the Standard Oil Company (New Jersey). Refuse substitutes—be sure you get the genuine.

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Send for booklet, "THE RATIONAL TREATMENT OF CONSTIPATION." Write your name and address plainly below. Dept. 14.

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The Best Known Boy in the World

FROM China to New York, and around the world the other way, to London, there is one boy who is known and loved above all others—and that boy is Tom Sawyer.

In him each man sees the image of his own boyhood, of its dreams, and its mischief. In Tom Sawyer each man sees the renewal of his own youth—each woman sees the son she loves—for Tom Sawyer is really the story of Mark Twain's own boyhood.

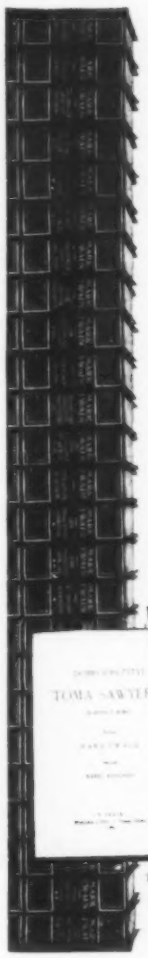
The Chinese mandarin chuckles when Tom makes the other boys pay him for doing his work. The little Russian trembles as he overhears Indian Joe plotting to rob the widow. The German in his trench tunnel, with death all about him, catches his breath as he reads of Tom and Little Becky alone in the tunnel. Wherever men read, they shiver with Tom that fearful midnight when he saw the doctor murdered beside a new-made grave.

And each man who reads knows his own mother in Aunt Polly, and wishes he had a chance to do it all over again and make it up to a long-suffering mother.

MARK TWAIN

Another Lincoln in Spirit

Mark Twain made us laugh, so that we had no time to see that his style was sublime, that he was almost biblical in simplicity, that he was to America another Lincoln in spirit.



To us, to every one in the United States, he was just Mark Twain—well beloved, one of ourselves, one to laugh with, one to go to for cheer. Mark Twain's smile will live forever. His laughter is eternal.

Now the trenchant pen is still. We know that a man who could write two such books as "Huckleberry Finn" and "Joan of Arc" was splendid in power.

All that is lovable and free—that is spectacular in American life, he has expressed. But above all, that intangible something that makes America what it is, the world finds in Mark Twain. He is our Mark Twain. He is the great American. Europe so recognizes him. Asia so knows him.

Send Coupon at Once, Before The Half-Price Sale Stops

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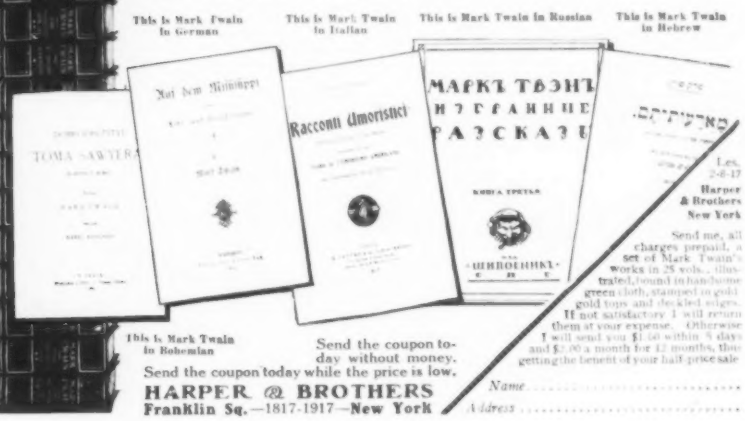
Our before-the-war contracts for paper, ink, and cloth are expiring. Everything that goes into the making of books has gone up so high that we can't make any more sets at this present price.
As long as the present supply lasts you may have the low price.
If you wait, you will pay more. Never again will you be able to buy Mark Twain at the present price.

This is Mark Twain in German — This is Mark Twain in Italian — This is Mark Twain in Russian — This is Mark Twain in Hebrew



This is Mark Twain in Bohemian

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Send the coupon today while the price is low.

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Send me, all charges prepaid, a set of Mark Twain's works in 25 vols., illustrated, bound in handsome green cloth, stamped in gold, gold tops and deckled edges. If not satisfactory I will return them at your expense. Otherwise I will send you $1.50 within 5 days and $2.00 a month for 12 months, thus getting the benefit of your half-price sale.

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